NOVEMBER 11, 1957

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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News directors see rising status, but access concern — Page 40

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Speaking of POWER . . .

It takes a lot of skill as well as muscle to do a BIG job! *More Iowa families listen to WHO regularly, daytime, than to all the 56 other Iowa stations COMBINED!**

**Source: 1956 Iowa Radio Audience Survey*

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
National Representatives

WHO Radio is part of Central Broadcasting Company, which also owns and operates **WHO-TV**, Des Moines **WOC-TV**, Davenport

Louisville's FOREMOST and BEST KNOWN FIGURE

Channel

11

WHAS-TV's Channel 11 figure is a distinctive reminder to Louisville market viewers that WHAS-TV provides outstanding service. WHAS-TV produces unique community programs such as the award-winning "Inside Our Schools" and "WHAS Crusade for Children"; "Flight Plan" and "Teens View The News".

Regular WHAS-TV programs play an important service role, too. "Midday Roundup", 12 to 12:30 p.m. daily, provides country music, news, farm market and weather information. People paint or pout, depending upon the weather. News, too, serves a universal need. Farm interest centers on the market. "Midday Roundup" is Louisville's only rural-urban service show.

The Channel 11 figure should remind you that for selling results, your advertising deserves individual attention . . . and the ADDED IMPACT OF PROGRAMMING OF CHARACTER. In Louisville, WHAS-TV Programming PAYS OFF!

FOREMOST in Service—
BEST in Entertainment!

316,000 WATTS
Channel 11
WHAS-TV
LOUISVILLE, KENTUCKY

VICTOR A. SHOLIS, Director
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times

BASIC CBS-TV Network

Now-local, live TV in FLINT

✔ 3 News Shows Daily
✔ Weather - Sports
✔ Special Events
✔ Public Service

Exclusively on Channel Six

WJIM-TV

FLINT STUDIOS - MOTT BUILDING

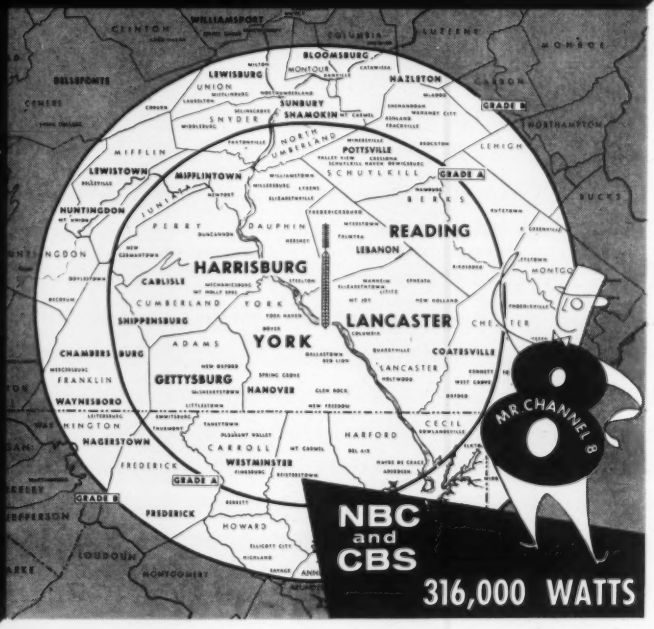
Lansing-FLINT-JACKSON

NBC . . . CBS . . . ABC

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

here is **SELLvania**

AMERICA'S 10th TV MARKET



reaching most families at lowest cost

WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION · Clair McCollough, Pres.

Here is a vast land of superlative opportunity. In SELLvania, your sales message reaches a great, prosperous market with its

- 3½ million people
- 1,015,655 families
- 917,320 TV sets
- $6¼ billion annual income
- $3¾ billion annual retail sales

Representative: The MEEKER Company, Inc. New York · Chicago · Los Angeles · San Francisco

closed circuit®

CALLED OFF • For first time in tv's spectacular advance, tight money market has knocked out station sale already approved by FCC. Sale of ch. 13 KOVR (TV) Mt. Diablo (Stockton, Calif.) by H. Leslie Hoffman, president of Hoffman Electronics Inc., San Francisco, to Lowell Thomas-Frank Smith group for approximately $3.5 million had been approved by FCC on Sept. 26 [GOVERNMENT, Sept. 30]. Last Friday through Washington counsel, Mr. Hoffman announced deal was off.

•

Impasse between Daytime Broadcasters Assn. and FCC over former's opposition to Mexican agreement continues, even after meeting last week between Commission and DBA President Ray Livesay (WLBH Mattoon, Ill.) and counsel Benedict P. Cottone. DBA had opposed Mexican treaty before Senate foreign relations subcommittee and last week's meeting was attempt to iron out differences. DBA submitted result of poll of 200-odd daytimers on Mexican clear channels indicating that more than 80% backed organization in its opposition. DBA has asked FCC to permit daytime stations to operate 5 a.m. to 7 p.m., or sunrise to sunset, whichever is longer, but Commission has taken no action on request.

•

SOME PROTECTION • Alarm among some fm broadcasters over scare reports that fm band (88-108 mc) is in imminent danger of being allocated to other services has no foundation in fact, according to FCC authorities. Hearings, to begin Nov. 25, are part of FCC's overall long-range look at allocations from 25-890 mc covering all types of services. Authorities state that before anything conceivably could be done under Administrative Procedures Act, ample notice would have to be given for rulemaking proceedings and that nothing of sort now is in sight (story, page 66).

•

Plans developing in Southern California for joint broadcaster-manufacturer promotion of fm have sparked proposal for "National Fm Week," comparable to annual Radio Week and Television Week held under joint auspices of Electronic Industries Assn. (formerly RETMA), NARTB and National Appliance, Radio-Tv Dealers Assn.

•

NO OUTBURST • Controversy of few months ago over CBS Radio's $5.5 million multi-program sale to Ford—protested at outset by number of stations on grounds that network was invading lucrative station time—apparently did not boil over into CBS Radio Affiliates Assn.'s annual convention, as it had once seemed apt to do. Participants in two-day closed session last week said no real griping developed on this or any other subject. They also pointed out that affiliates, after their private meeting Friday morning, did not call network officials back for further questioning or discussion, although agenda had provided for such session if desired.

•

While tv volume this year is running considerably ahead of 1956, many stations, notably those in medium size markets, report that national spot and local is off. Average for about 15 stations is about 5% below 1956, according to poll by one station operator, who ascribes this to higher rates in top dozen markets syphoning off spot business which ordinarily would flow to secondaries. Moreover, higher local rates have tended to reduce number of local buyers.

•

PHILADELPHIA BOUND • N. W. Ayer & Son, Philadelphia, which maintains timebuying staff of 10 persons in New York, understood to have made decision to shift all timebuyers to Philadelphia headquarters. Ayer personnel in upper echelons studied move for long time and management reportedly decided that unified timebuying department under one media director in Philadelphia would be more efficient. New York personnel have been asked to take move under advisement with date for shift now undecided.

•

National Homes Corp., Lafayette, Ind., builder of pre-fabricated homes, is reported to have approved advertising campaign utilizing tv for first time. National Homes' tv effort will be on spot basis, with its franchised builder-dealers in hundreds of cities invited to participate in campaign on cooperative basis. Decision follows presentation made by TvB before company's builder-dealers in Chicago last month.

•

IT'S ILLEGAL • If telecasters have any notion of trying subliminal perception, method by which impression on subconscious might be made through repeated invisible flashes on television screen, they'd better read Communications Act and FCC regulations. There's specific requirement for sponsor identification on all broadcast programs. Failure to comply could bring punitive action.

•

Backing up confirmation last week that CBS-TV has not used subliminal perception on test basis on air, network last week issued directive to department executives that under no circumstances would hidden technique ever be permitted on network programs or on owned-and-operated stations. Author of policy statement was CBS Television President Merle S. Jones.

•

UNITING FOR FREE TV • Veterans' organizations and other groups that have adopted resolutions opposing subscription television are set to form special committee to take active measures against toll tv. Organizational meeting of committee will be held in next week or so. Committee will represent group memberships in millions.

•

Samuel Bronfman, president of Seagram's, has accomplished something no one else yet has been able to achieve—getting broadcasting's three top commentators on same program. Edward R. Murrow, CBS; Chet Huntley, NBC, and John Daly, ABC, will sit as panel with William L. Laurence, New York Times *science editor, at Seagram's centennial luncheon Nov. 22 at New York's Waldorf-Astoria. Heads of major companies, top educators and others of New York's elite have been invited to concern's 100th anniversary celebration.*

•

STILL IN STUDY • Although FCC Network Study Committee (Comrs. Doerfer, Hyde and Bartley) has had report of Barrow staff for more than month, no briefing session has been scheduled. Reason: Commissioners haven't completed their reading of ponderous 1,500 page-7¼ lb. report. Committee, however, hopes to get briefing sessions underway within week since it must advise Senate Commerce Committee of its conclusions and possible recommendations early in next session, which begins Jan. 7. If FCC isn't ready to make legislative recommendations by Jan. 7, it may simply submit Barrow Report at deadline, with its own report to come.

•

United States Time Corp. (Timex watches), New York, has ordered three participations on Perry Como Show *on NBC-TV, but will not know until early this week whether NBC will accept it. NBC-TV may still be miffed at Timex for its bowing out of Bob Hope spectacular last week* [ADVERTISERS & AGENCIES, *Nov. 4*]. *Meanwhile Timex along with Shulton toiletries was considering hour version of Broadway's "Most Happy Fella" as substitute for Bing Crosby on CBS-TV on Dec. 11.*

•

DON'T AGREE • Smooth road to license renewal form revisions appears to have hit bad stretch. FCC met last Tuesday to discuss subject, heard Comr. Craven call for Commission hands off in all areas of programming on ground Communications Act forbids censorship. Consensus of commissioners was that FCC does have authority to consider overall programming, and some thought Commission has affirmative duty to do so. Broadcasters have urged that renewal forms calling for programming information be streamlined and that category breakdowns as between commercial and public service and "counting of spots" be dropped.

Radio WOW-LAND is RICHER than EVER!

Mal Hansen, WOW Farm Director, reports:

Farmers in the 215 county area served by Regional Radio WOW are enjoying their best *money* year in four years.

This market has as many people as Pittsburgh, St. Louis, or San Francisco-Oakland. The population is half farm, half urban. When the farmer prospers, everyone prospers!

1958 Crops May Set New Records!

Subsoil moisture is excellent — 5 to 8 inches over 1956. Above average small grain crops are already in bins. Record soybean and sorghum crops are predicted and it looks like a near record corn crop!

Livestock Prices giving Good Profit Margin!

WOW-Land farmers bought cattle at $14-$15 and are selling at $20-$21. Butcher hogs have been selling at $18.50, a 12.1% gain over 1955. An ample supply of cheap feed assures bright livestock profits!

U. S. Government Payments Coming in —

Soil Bank and other subsidy payments mean cash-in-hand for WOW-Land farmers. In Nebraska alone, land taken out of production is bringing in over *44 million dollars!*

* * * * *

WOW-Land is BIG . . . WOW-Land is RICH . . . and you can sell it only with WOW Radio!

WOW and *only* WOW delivers this huge area of 215 counties in six states with a population of 4,213,000.

Without WOW Radio it would take 38 daily newspapers, or *at least 5 major TV stations to serve the WOW Radio area.*

Regional RADIO WOW

FRANK P. FOGARTY
Vice President and General Manager
BILL WISEMAN
Sales Manager
JOHN BLAIR & COMPANY
Representatives

OMAHA, NEBRASKA • CBS AFFILIATE

A MEREDITH STATION

WOW and WOW-TV, OMAHA • KPHO and KPHO-TV, PHOENIX
WHEN and WHEN-TV, SYRACUSE • KCMO and KCMO-TV, KANSAS CITY

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

The Baltimore Broadcasters' Crisis—It could become a problem elsewhere, too, should the advertising media tax idea infect other areas. Page **27.**

TRADE ASSNS.

Broadcast News in Review—Miami convention of Radio-Television News Directors Assn. agrees that barriers are coming down and progress being made to raise the status of station newsmen. Stanton gets Paul White award. Page **40.**

RAB Sharpens Sales Drives—Board of directors approves new sales clinic plans, authorizes "sales barrages" among more than 1,000 regional advertisers and agencies, votes for "National Radio Month." Page **46.**

Some Convention Spadework in Chicago—Group apportions agenda-and-time for Broadcast Engineering Conference at NARTB convention in Los Angeles next spring. Harold Fellows to address BEC luncheons, one in person, the other by closed circuit. Page **44.**

Broadcasters' Exchange Promotion Ideas—Lively topics mark BPA second annual convention-seminar in Chicago. Henry elected new president. Page **48.**

GOVERNMENT

Vhf Channels Desired—First filings in FCC's fact-finding study of use in 25-890 mc area show non-broadcast services are eyeing tv's vhf channels. Page **66.**

Hansen on Barrow: 'Wait and See.'—Dept. of Justice indicates it will observe FCC action on Barrow Network Report before initiating any moves of its own. Page **70.**

Subliminal Projection Fears Expressed—Congressmen see evil machinations possible; FCC urged to "do something"; Commission says it is studying question. Page **72.**

The New England Deintermixture Proposal—Responses filed with FCC follow usual pattern with operating vhfs opposing, while those seeking facilities voice support. Page **68.**

PROGRAM SERVICES

RKO Teleradio Pay-Tv Bound—First major broadcaster, RKO Teleradio Pictures Inc., announces it will file today for FCC authorization to participate in toll tv tests. Page **32.**

Pay Tv Spurned—All but four of 5,006 letters received by KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California, favor free tv. Stations' impartial telecasts asked viewers to tell them what course to follow. Page **34.**

A SPECIAL REPORT

Educational Tv's Five Years—Since the 1952 allocations, there's been a $60 million investment in ETV. BROADCASTING presents a full status report on the ETV's. Page **94.**

PERSONNEL RELATIONS

NBC in the Middle—Dispute over program directing procedures between NABET and RTDG poses threat to network's service. Page **80.**

NETWORKS

CBS Radio Billings Rise—First increase in income since 1950 will be achieved this year, accompanied by rise in station compensation, President Arthur Hull Hayes tells record turnout at fourth annual convention of CBS Radio Affiliates Assn. Outlook for spot radio also declared good. Charles C. Caley, WMBD Peoria, named affiliate chairman. Page **60.**

MANUFACTURING

It's Official—Gates Radio Sold—Pioneer electronics-broadcast equipment firm bought by Harris-Intertype Corp., giant printing-publishing supply firm, as part of diversification program seeking "growth" companies. Parker Gates remains at headquarters helm in Quincy, Ill. Page **76.**

OPINION

MR. RICH

Let's Stop Kidding About Triple-Spotting—Benton & Bowles' Lee Rich analyzes where and how this jamming of commercials hurts the tv advertiser, network and station. Writing in MONDAY MEMO, he suggests ways to control triple-spotting. Page **119.**

DEPARTMENTS

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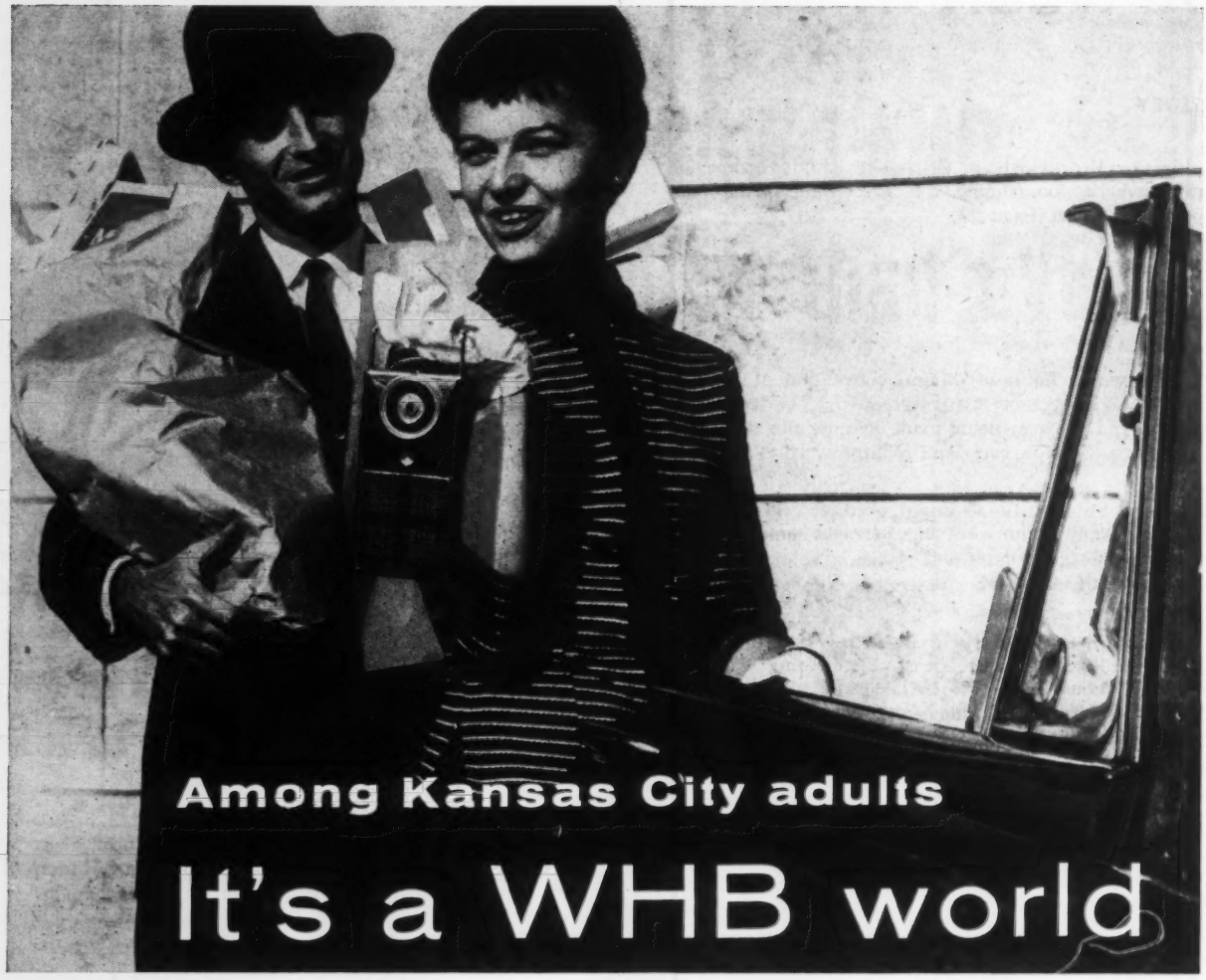
AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP



What are WHB's first place audiences made of?
Exactly what *sales* are made of—*adults!*

New audience composition analysis reveals that in every ¼ hour, WHB talks to more adults than any other station.

54.8% of all the adults who listen to the top four Kansas City radio stations . . . listen to WHB . . . more than to the other three put together. (Nielsen, June, 1957 All-day average.)

Whether it be Metro Pulse, Nielsen, Trendex or Hooper—whether it be Area Nielsen or Pulse—WHB is the dominant first among very important audience-type. And the dominant first throughout—with audience shares consistently in the 40 per cent bracket.

Naturally, advertisers of all product groups have responded with bigger schedules on WHB than all other local radio stations combined.

Make no mistake about it. People who like our kind of programming have money to spend . . . and, vice versa. Let John Blair or General Manager George W. Armstrong lead you to K. C. sales now.

WHB . . . *10,000 watts on 710 kc.,* **Kansas City, Missouri**

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

LICENSE BIDDING SUGGESTED ON HILL

Suggestion has been made that government offer broadcast facilities to highest bidder. Idea was broached by FCC "official" to Senate Government Operations Committee staff during consultations on question of license fees. Information is contained in committee staff memorandum, dated Oct. 28, and circulated among members of committee and Congress. Report updates status of question of federal agencies charging fees for their services, recommended by Budget Bureau and Congressional committees two years ago.

In comment on status of FCC, Senate committee professional staff member Ray Kiermas declared, "Private interests are being given special privileges and services, with attendant protection by the federal government at no charge to them and at great cost to the general public." This workload will increase with possible approval of toll tv, he said, "thus increasing these special benefits at the expense of all the taxpayers." He urged Congress to give "full consideration to all aspects of the problem involved and to the establishment of proper fees in order to avoid establishing precedents which later will be found prejudicial to the public interest, and at cost which the taxpayers can ill afford."

Bulk of document is given over to resume of Congressional and Budget Bureau activities on charging of fees to those who use federal agencies—with focus on FCC and television. In 1955 FCC and other federal agencies and departments were advised by Budget Bureau to investigate feasibility of charging fees for services. Commission drew up suggested list of fees, but urged that no charges be made for its services since broadcasters and others are required by law to submit to FCC processing and Commission was acting in public interest in discharging such functions. Later Senate Commerce Committee passed resolution ordering FCC to suspend fee activity pending committee study.

In background comment on broadcast activity, Senate Operations Committee referred to television inquiry by Senate Commerce Committee and House Antitrust subcommittee, particularly to testimony of Paul Raibourn, International Telemeter Corp.; Harold E. Fellows, NARTB president, and Richard Salant, CBS. Operations memorandum said staff studies "reveal that in some instances excessive profits are being made by some present licensees of radio and television facilities.

"It is apparent that, unless appropriate legislative action is taken, even more excessive profits, based upon the estimated volume of business expected to be done by toll tv, are in prospect for successful applicants for licenses, should the proposed trial tests of toll tv, to be initiated by FCC early in 1958, result in approval of the program," memorandum said.

Krueger Elected President Of Radio-tv News Directors

Jack Krueger, WTMJ-AM-TV Milwaukee, Friday elected president of Radio-Television News Directors Assn. at convention in Miami Beach, Fla. (early story, page 40). He succeeds Ted Koop, CBS, Washington.

Others elected: Bill Small, WHAS-AM-TV Louisville, vice president, programs; John Maters, WILS Lansing, Mich., vice president, radio; Ralph Renick, WTVJ (TV) Miami, vice president, television, and F. O. Carver, WSJS-AM-TV Winston-Salem, N. C., treasurer.

Directors for three years: Jack Morris, KTUL-TV Tulsa, Okla.; Julian Goodman, NBC, Washington, and Charles Shaw, WCAU-AM-TV Philadelphia. For one year: Hugh Bremner, CFPL London, Ont., and Bill Monroe, WDSU-AM-TV New Orleans.

Creation of federal agency to coordinate and make public information on missile and satellite program urged at Friday panel by Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of NARTB freedom of information committee.

Mr. Swezey told panel that NARTB had protested Friday to Charles Rhyne, president of American Bar Assn. on recent ABA committee recommendation retaining Canon 35 ban on electronic reporting in country's courtrooms.

RTNDA decided to hold 1958 convention in Chicago and 1959 meeting in New Orleans.

AFA Assails Baltimore Plan

Strong protest registered Friday by Advertising Federation of America with Baltimore Mayor Thomas D'Alesandro Jr. on city's proposal to levy 7½% tax on virtually all advertising and 2% tax on gross advertising revenues of radio-tv stations, newspapers and other media (story, page 27).

AFA President James C. Proud said, "This is a gun at the back of the advertising world. That tax on media could mean the difference in survival for some companies and as such is a threat to freedom of the press." He said proposed taxes are "particularly dangerous" because they "could upset a long-standing precedent that has recognized advertising as a tool to stimulate business and as possessing certain inviolate rights."

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 28.

NABISCO SPOTS • National Biscuit Co., New York, for Nabisco Crackers, preparing radio spot announcement schedule to start Dec. 11 in more than 100 radio markets. Three-week contracts being placed by McCann-Erickson, N. Y.

SIGNING FOR TWO • Elgin Watch Co., Elgin, Ill., understood to be signing up for sponsorship for pre-Christmas promotion on *Perry Como Show* and *Suspicion*, both on NBC-TV. Agency is J. Walter Thompson Co., Chicago.

WANTS TO BUY 'VERDICT' • Standard Brands, N. Y., planning to sign up as participating sponsor of Monday 3:30-45 p.m. EST segment of *Verdict Is Yours* on CBS-TV. Ted Bates & Co., N. Y., is agency.

DREAM WHIP ACTION • General Foods, N. Y., planning tv promotional spot schedule to start Nov. 25 in a number of markets for its Dream Whip. Agency: Young & Rubicam, N. Y.

TELL TIME TAKES TIME • Tell Time Watch Corp., N. Y., character licensing organization of 40 manufacturers and representing some 70 items ranging from watches to T-shirts and shoes, will make major tv push in January. Firm has allocated $500,000 to Saturday morning 15-minute *Adventures of Terry Tell Time*, live-film puppet show on CBS-owned WBBM-TV Chicago, WHCT (TV) Hartford, WXIX (TV) Milwaukee, KMOX-TV St. Louis and KNXT (TV) Los Angeles. CBS Television Spot Sales engineered program placed by Goldenthal Agency, N. Y.

MORE FOR KENTS • P. Lorillard Co., N. Y., for Kent cigarettes, placing two to three announcements weekly for 52 weeks in about 20 major tv markets starting Dec. 18 for 52 weeks. Lennen & Newell, N. Y., is agency.

Beaudin Headed for WBNY

Ralph Beaudin, manager of WBNY Buffalo, understood to have been designated general manager of KQV Pittsburgh, effective when American Broadcasting Network takes over ownership of station. Closing of $700,000 deal, already approved by FCC, is set for first week of December. Before taking over WBNY managership Mr. Beaudin was with KOWH Omaha.

at deadline

TV NETWORKS' GROSS 4.3% AHEAD OF 1956

Network tv billings were on rise again in September, compared to same month of preceding year, after one-month setback in which August volume failed to match billings fattened by heavy political broadcasting in August 1956 [AT DEADLINE, Oct. 7].

Gross time charges compiled by Publishers Information Bureau showed Friday that all three tv networks had higher sales in September 1957 than in September 1956, for overall gain of 4.6%. In August all three were down from August 1956—month of national political conventions and start of earnest broadcast campaigning—by total of 9.5%.

For first nine months of this year, PIB data showed, total gross network billing was $353,860,492—up 4.3% from same period last year, with ABC-TV up 3.1%; CBS-TV up 6.5%, and NBC-TV up 2.1%. September total was $39,006,077 with ABC-TV up 0.5%, CBS-TV up 8%, NBC-TV up 2%.

The PIB statistics:

1956-1957 Comparison

	Sept. 1957	Sept. 1956	% Change	Jan.-Sept. 1957	Jan.-Sept. 1956	% Change
ABC-TV	$ 5,704,888	$ 5,673,910	+ 0.5	$ 58,282,982	$ 56,529,387	+ 3.1
CBS-TV	19,870,151	18,399,872	+ 8.0	173,410,530	162,811,764	+ 6.5
NBC-TV	15,235,042	14,932,295	+ 2.0	137,383,095	134,519,341	+ 2.1
	$40,810,081	$39,006,077	+ 4.6	$369,076,607	$353,860,492	+ 4.3

1957 Totals to Date

	ABC-TV	CBS-TV	NBC-TV	Total
Jan.	$ 6,715,581	$ 20,231,474	$ 16,554,941	$ 43,501,996
Feb.	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786	19,385,098	15,154,388	41,222,272
May	7,258,807	20,307,762	15,811,033	43,377,602
June	6,413,708	18,356,892	14,746,537	39,517,137
July	6,348,496	18,537,069	13,874,872	38,760,437
Aug.	6,134,380	18,240,823	14,473,677*	38,848,880*
Sept.	5,704,888	19,870,151	15,235,042	40,810,081
	$58,282,982	$173,410,530	$137,383,095	$369,076,607

* Revised as of Nov. 7, 1957

Medical Profession Praises Radio-Tv for Its Cooperation

Radio-tv won clean bill of health, if not outright testimonial, from medical profession at joint NARTB-AMA conference in Chicago last week.

Praise came from Dr. David B. Allman, president of American Medical Assn., and other speakers at discussions devoted to use of local radio and tv in health field.

Dr. Allman cited AMA success in producing films for local station use, providing visual aids and other assistance to networks and independent program producers and arranging for special radio-tv news coverage of health developments.

Other speakers at clinic included NARTB President Harold E. Fellows; Edward H. Bronson, NARTB director of television code affairs; Stockton Helfrich, NBC continuity clearance director; Roy E. Morgan, executive vice president, WILK-AM-TV Wilkes-Barre, Pa.; and Irving Gitlin, CBS Public affairs director.

Relays Off Satellites Boosted

Idea of using space stations as radio and tv relay points received significant boost Friday by Russian scientist. In interview on Radio Moscow, scientist identified as Prof. Manayev said signals bounced back from satellite would greatly increase scope of radio, television and telegraph broadcasts. Using sputniks 600-900 miles out, Manayev said, would give Radio Moscow coverage of thousands of miles, as big as entire European part of Russia.

PIB to Drop Network Tv Data; Successor Service Discussed

Publication of monthly figures on network television gross billings will be discontinued by Publishers Information Bureau as of end of year, but negotiations are underway for new and expanded service.

To fill gap left by PIB action, Leading National Advertisers and Broadcast Advertisers Reports are working on combined service which they hope to have ready by start of year. LNA compiles network tv data for PIB which is operated by magazine publishers, as well as other media data. BAR monitors network broadcasts (as well as local station in score of markets).

Discontinuance of PIB tv billing reports was understood to stem from magazine publishers' unwillingness to continue underwriting substantial portion of service's cost. PIB discontinued publication of radio network gross billings about two years ago—because networks came to disagreement on form reports should take.

PEOPLE

ARTHUR E. DURAM, vice president in charge of radio-tv, Fuller & Smith & Ross, N. Y., named senior vice president. Also announced Friday, new FSR radio-tv office to open in Beverly Hills, Calif., Dec. 1, to be headed by **WILLSON M. TUTTLE,** with agency two years.

JOHN F. HOWELL, account executive for national sales, to general sales manager of CBS-TV Film Sales, effective immediately. He succeeds **THOMAS W. MOORE** who joins ABC-TV as sales vice president (early story, page 65).

TIMOTHY O'CONNOR, Chicago office, Allen Kander & Co., media broker, to head new Denver office at 1700 Broadway, that city; **JACK C. HOAG** replacing Mr. O'Connor in Chicago.

RDTG Members at NBC Decline to Work Friday

As aftermath to dispute between National Assn. of Broadcast Employes & Technicians and Radio & Television Directors Guild at NBC-TV (story, page 80), approximately 300 guild members employed by network throughout country declined to work Friday, charging "lockout."

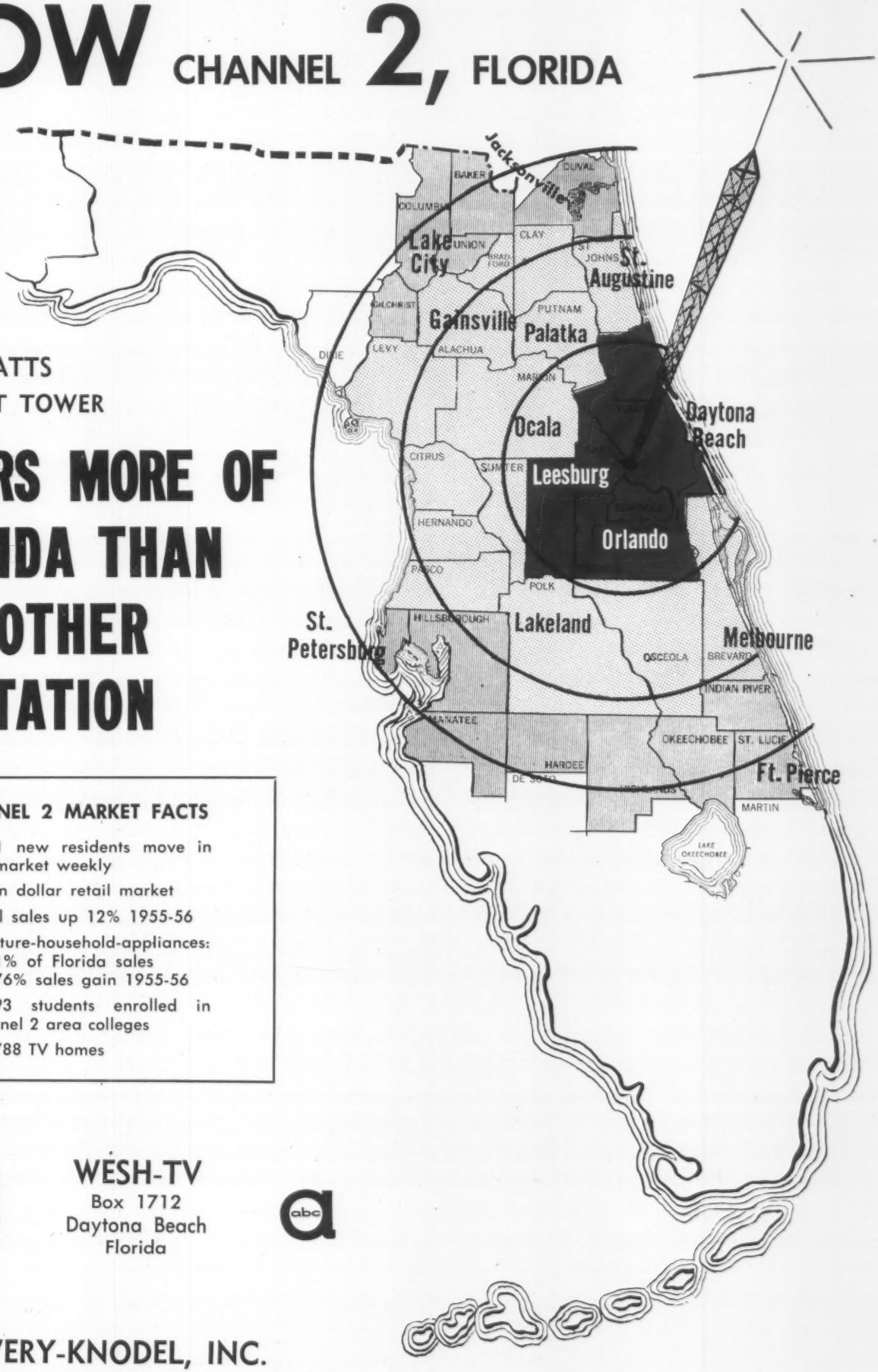
When employes reported to work early Friday, RTDG officials said, they asked that their contract be enforced, claiming right to instruct NABET cameramen and other technicians directly under certain conditions, eliminating liaison with technical directors, also members of NABET. RTDG said NBC-TV officials rejected union's request, and directors, assistant directors and stage managers walked off. Other RTDG members at NBC-TV stations throughout country joined them in move, union said.

Management staff conducted programming operations with NABET technicians without interruption, network spokesman said. Network and unions resumed discussions Friday night.

RADIO'S GENEROSITY

It may come as surprise to some 800 radio stations that they're giving away thousands of dollars worth of advertising to three Hearst magazines. But that's number of stations that John A. Clements, head of John A. Clements Assoc., New York, claims he's servicing with weekly 12-minute scripts based on pieces appearing in *Cosmopolitan, Good Housekeeping* and *House Beautiful.* At least one broadcaster who isn't taking service is outspoken about his reason for refusing it: "It hardly seems practical to give such valuable promotion, free of charge, particularly to a medium which itself recognizes the value of and, in fact, depends upon advertising for its existence."

NOW CHANNEL 2, FLORIDA



100,000 WATTS
1,000 FOOT TOWER

COVERS MORE OF FLORIDA THAN ANY OTHER TV STATION

CHANNEL 2 MARKET FACTS

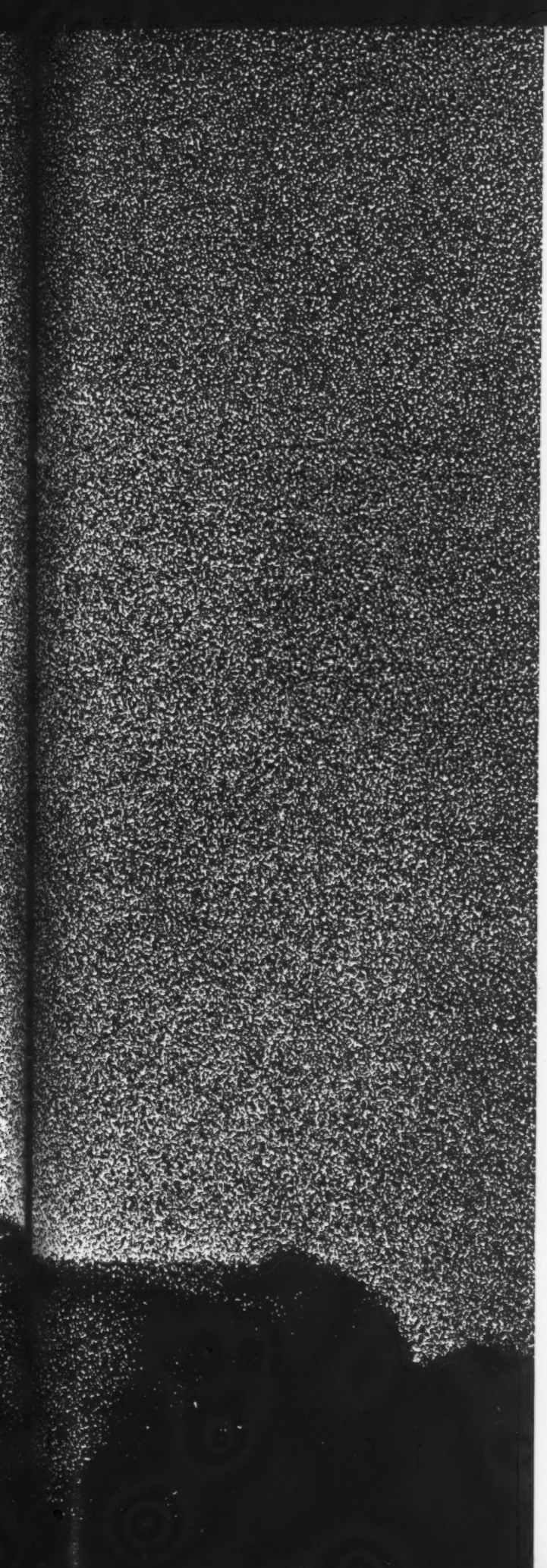
1. 1,881 new residents move in this market weekly
2. Billion dollar retail market
3. Retail sales up 12% 1955-56
4. Furniture-household-appliances:
   a. 51% of Florida sales
   b. 176% sales gain 1955-56
5. 17,793 students enrolled in Channel 2 area colleges
6. 180,788 TV homes

NBC

WESH-TV
Box 1712
Daytona Beach
Florida

abc

AVERY-KNODEL, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES



"It will long survive in the memory of everyone privileged to have seen it!"

JACK GOULD, THE NEW YORK TIMES

"Heaven" against "Sodom and Gomorrah"

TIME MAGAZINE

"'The Green Pastures' was an unforgettable experience"

BEN GROSS, NEW YORK DAILY NEWS

"a TV achievement of glorious magnitude"

PAUL MOLLOY, CHICAGO SUN-TIMES

"first-class in every respect"

HARRIET VAN HORNE, NEW YORK WORLD-TELEGRAM & SUN

"fresh and endearing . . . a triumph all the way around"

JOHN CROSBY, NEW YORK HERALD TRIBUNE

"first-rate from beginning to end"

JO COPPOLA, NEW YORK POST

"a high adventure in television viewing"

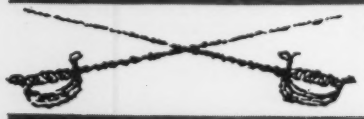
ETHEL DACCARDO, CHICAGO DAILY NEWS

The National Broadcasting Company is proud to have been associated with the Hallmark Hall of Fame in this Milberg production which brought millions of Americans a rich theatrical experience. In the coming months there will be more Hall of Fame presentations of the same distinguished nature. For example, "On Borrowed Time," and Maurice Evans in "Twelfth Night" and "Dial M for Murder." Such programs that "survive in the memory" will continue to be a hallmark of the new season on . . .

NBC TELEVISION

TO TURN RANDOM TUNERS INTO VETERAN VIEWERS

ADVENTURE



STORY

HOUR

Now—in many markets—three great adventure-action series combined into one great 5-day-a-week show! Why pay a pretty penny for programs when you can get top-rated series in your market and hold on to all of your own cash! For complete details about this new plan, phone today. Or wire Michael M. Sillerman at TPA for your market's availability.

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

THE SEVEN LIVELY ARTS

Someone once said a people is known by its heroes. The first program of the *The Seven Lively Arts* took a look at the U. S. through its "love gods and goddesses" attempting an essay on "The Changing Ways of Love." In spite of some wonderful moments, the net total was too much mind and not enough heart.

An ambitious concept, a literate approach and flashes of wit illuminated the presentation. But three moderators (Messrs. Crosby, Perelman and Wallace), film clips, dramatizations, cartoons and conversations added up to too much to be a good thing. The individual personalities of the three moderators did not make an entirely compatible blend and the general tendor of things turned "The Changing Ways of Love" into a sociological study, complete with weighty pronouncements, instead of a charming habit in which people have been indulging for a long time.

But, again, there were wonderful moments: Through film clips, Valentino and Gilbert, Clara Bow and Garbo, Cagney, Robinson and Gable moved once again across the screen. The script glittered intermittently: the prosperous 20's when "people who had everything couldn't be happy"; the crash, when "nobody had any money and that changed everything"; the advent of psychology, when "the problems of Americans in love started on one couch and ended on another. . . . There was Freud if you could afford it, and, if not, *Our Gal Sunday*." The young Frank Sinatra was characterized as the answer "to the urchin complex in every woman," and about tv, it was noted, "Love is always connubial, with nothing to distract from the toothpaste."

Flashes of fun and brightness do not make a wholly successful entity, but enough was good in this first entry to kindle the desire for more. The promise of some Sunday afternoon excitement is there.

Production costs: Approximately $200,000. Sustaining, on CBS-TV, Sun., 5-6 p.m. EST. Started Nov. 3, live from New York.
Moderators: John Crosby, S. J. Perelman, Mike Wallace.
Cast: Piper Laurie, Rip Torn, Jason Robards Jr., Dick York.
Executive producer: John Houseman; producer: Judd Kinberg; writer: S. J. Perelman; director: Sidney Lumet; associate director: Bruce Minnix.

LUCILLE BALL-DESI ARNAZ SHOW

Fans of *I Love Lucy*, and that includes just about everybody, must have been relieved Wednesday on watching the first *Lucille Ball-Desi Arnaz Show* on CBS-TV to find that the only things about the program that have been changed are the title and the length.

Lucy is still the impulsive, rattle-brained, lovable, laughable creature she has been for the past six seasons. Desi (Ricky) is still the same bewildered male whose explosive Latin nature, after a strong assertion, always gives way to sympathetic consideration for Lucy. The Mertzes are still the same friendly neighbors, alternately helpful and interfering. Best of all, the program is still a wacky presentation of a world in which pratfalls are a normal part of the daily routine; in which the amateur, suddenly called on to replace the ailing star, is letter-perfect in the part, and in which any resemblance to real life is strictly accidental.

The first show of the new series opens in the Ricardo home with Lucy, Ricky and Ricky Jr. being interviewed by Hedda Hopper. But, to answer her how-did-you-meet? bit, the scene soon switches to 1940 and two romance-seeking stenos (Miss Ball and Ann Sothern) on a vacation cruise to Havana, where they find romance as personified by Desi Arnaz and Cesar Romero. Highlights are the girls' shipboard pursuit of Rudy Vallee, ending only when he jumps overboard; an amazing love duet between Lucy and Ricky, done on bongo drums; the jail scene where the girls get innocently cockeyed, a sequence as hilarious as the situation is hackneyed.

With a full hour at their disposal, in place of the previous 30 minutes, the writers and directors spread themselves so much—and so effectively—that Executive Producer Desi Arnaz refused to cut it below 75 minutes. So, with the assistance of U. S. Steel, which "for this night only" cut its *Steel Hour* to 45 minutes, the first of the Lucy-Desi hour-long program series ran for an hour and a quarter. The result thoroughly justified the extension.

If a carp may be added to the cheers, the liberal use of close-ups of Miss Ball and Miss Sothern seemed a mistake. They're both charming ladies and gifted comediennes, but they've been out of the giddy young thing class for quite a few years now and their girlish clothes and hairdos did more to emphasize this fact than to conceal it.

Production cost: Approximatcly $350,000. Sponsored by Ford Div., Ford Motor Co., through J. Walter Thompson Co. on CBS-TV as five special telecasts this season, the first on Nov. 6, 8-9:15 p.m. (others to be one hour each).
Executive producer: Desi Arnaz; producer: Bert Granet; director: Jerry Thorpe; writers: Madelyn Martin, Bob Carroll Jr., Bob Shiller, Bob Weiskopf; director of photography: Sid Hickox.

Seen & Heard

Not all television is, to quote the bard, "gutless." Take Jack Paar's *Tonight* Tuesday nights when he plays host to acid-tongued social gadfly Elsa Maxwell. It takes sheer nerve on the part of both NBC-TV and Mr. Paar to allow this magnificently witty creature to go trampling on whatever topic she chooses. Last Tuesday, for example, she tackled that sacred cow named Jayne Mansfield, noted that her bosomy display was "disgusting." She also took apart *New York Herald-Tribune* critic-turned-performer John Crosby. Miss Maxwell said that Mr. Crosby, in trying to host what she called CBS-TV's "Seven Deadly Arts," was like a "man with a long grey beard" who lacked both humor and an ability to read the TelePrompTer. Mr. Paar, a potential victim of critic Crosby's

There are many imitations but no substitutes for the effectiveness of the *Plough, Inc.* Radio Stations

Radio Baltimore
WCAO

Radio Boston
WCOP

Radio Chicago
WJJD

Radio Memphis
WMPS

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

Don McNeill:

American Radio's super-salesman
headlines **The Breakfast Club**—
a **live** hour of music and fun—
for the 24th year in a row,
weekdays, 9 to 10 am

radio's No. 1 ladies' man!

When you talk about listener loyalty, you have to start with American Radio's Don McNeill – the showman-salesman who has built the most devoted housewife audience in radio history. When he talks, they listen. When he sells, they buy.

And how they buy! Every week some 10,000,000 people listen to Don McNeill's Breakfast Club, a solid hour of **live** fun (comic Sam Cowling, comedienne Fran Allison) and **live** music (vocalists Dick Noel and Jeril Deane, Eddie Ballantine's orchestra). And every week Breakfast Club advertisers see the happy results as these loyal listeners develop product loyalties.

One big reason why right now more than 25 top advertisers are using The Breakfast Club to sell their products. How about you?

the live one is AMERICAN BROADCASTING NETWORK

AN EARFU[illegible]OR

Time Buyers

SELL **OKLAHOMA CITY** WITH
CHOICE 60 SECOND AVAILABILITIES

5 EXCLUSIVE **ABC**

KGEO-TV

FULL POWER 100,000 WATTS

1,386 FT. ABOVE AVERAGE TERRAIN

GEORGE STREETS, STATION MANAGER

CHARLIE KEYS, SALES MANAGER

REPRESENTED BY **BLAIR** *Television* **ASSOCIATES** INC.

barbs, winced visibly, tried to repair the damage by insisting Miss Maxwell apologize and wish performer Crosby good night. She did, but not before adding, "I still think he shouldn't be on television."

BOOKS

THE CLOWNS OF COMMERCE, by Walter Goodman; Sagamore Press Inc., 50 Rockefeller Plaza, New York 20, N. Y. 278 pp. $4.95.

This is another of the currently fashionable broadsides—including not only books and articles but motion pictures as well—which have been bombarding, in satirical wrath, "the motives and morals of the professional persuaders . . . advertising executives, public relations counselors, promotion men, motivational researchers . . . in every field." It shows no mercy to the adman: "The person who crams his soul into a tube of toothpaste is pathetic." It assails Billy Graham: "From the qualities which have raised him to his brilliant successes must spring his ultimate failure." It tunes out the nation's radio sets: ". . . soaked in a suffocating fragrance of camphor . . . camouflaged by dust on the high shelves of storage closets . . . [and] they deserve no better."

Some of what author Walter Goodman says is wise, some is true, much is well-written. But like many another intellectual debunker, Mr. Goodman cannot seem to distinguish between the symptoms of what he claims is a disease and the disease itself. He expels his contempt wholesale in one direction, failing to realize that it is difficult to consider a portion of the American social fabric without considering the whole, that dissecting one aspect of our society in comparative isolation is merely courting the superficial.

In refusing to clearly define their real target, to adequately channel and fully develop their often justified pique, Mr. Goodman and his fellow critics contribute to the confused sense of proportions which they so desperately deride.

THE BIG NAME, by William M. Freeman; Printers' Ink Books, Pleasantville, N. Y. 230 pp. $3.75.

Representing Printers' Ink Publishing Co.'s first venture into the popular field after long success in trade publishing, Mr. Freeman's volume gives a factual and entertaining inside look at one phase of the advertising world not too well understood—endorsements of products and services by "big names." A business and advertising writer for the *New York Times*, Mr. Freeman does a creditable job without resorting to the sensationalism employed by some other writers who have discoursed on the advertising world.

The Big Name traces testimonial advertising from the days when it was in disrepute (because not true) to the present when 8,000 celebrities have consented to link their names with products. Although specific media problems are not discussed, the book is detailed enough to serve the newcomer to advertising as a textbook on testimonial techniques and copy practices.

"My Mommie Listens to KOIL"

Omaha's
Most Listened to
Station
Mornings - 34.1
Afternoons - 34.8
HOOPER - Sept.-Oct., 1957

If results are a must... So is KOIL

KOIL

Avery-Knodel Rep.

A Vital Force in Selling Today's Omaha

KWKW

carries more*

SPANISH LANGUAGE

programming THAN ANY OTHER STATION in the UNITED STATES

join these current BLUE CHIP advertisers

Cheer
Fritos
Eastside Beer
Foremost Milk
La Pina Flour
Safeway Stores
Bank of America
Capitol Milling
Langendorf Bread
Salem Cigarettes
Quaker Masa Harina
Thrifty Drug Stores
Wrigley's Chewing Gum
Italian Swiss Colony Wines
Lucky Strike Cigarettes
Robert Hall Clothes
Barbara Ann Bread
Feenamint & Chooz
Camel Cigarettes
Desmond's Stores
White King Soap
Carnation Milk
Folgers Coffee
Black Draught
Weber's Bread
Cal Mex Foods
7-Up

*SPONSOR'S BUYERS GUIDE

KWKW
PASADENA • LOS ANGELES
Spanish Language Station

L. A.—RYan 1-6744

S. F.—Theo B. Hall

Eastern Rep.—National Time Sales

OPEN MIKE

Viceroy's 'Biggest Laugh'

EDITOR:

I have been following cartoons in business and trade papers for years. Definitely, my biggest laugh came from the Sherwin L. Tobias sketch [EDITORIAL page, Oct. 21].

If available, I would like the original art for permanent display in my Louisville office. I'll finish the count—more than 20,000!

Always looking forward to your next issue . . .

E. M. Lewis
President
Brown & Williamson Tobacco Corp.
Louisville, Ky.

"12,321 . . . 12,322 . . . 12,323 . . ."

[EDITOR'S NOTE—Original of the above has been sent to Mr. Lewis.]

Fetzer's Veterans: 395 Years

EDITOR:

Several weeks ago, Fetzer Broadcasting Co. held its annual Ten Year Club party at which six new members were admitted. This makes 28 employes who have been with the company for 10 years or more. Total service in broadcasting by club membership is 395 years experience. If there is any other radio and tv station in the U. S. with more than a third of its employes who have been with the company 10 or more years, we'd like to hear about it.

Marjorie Marquardt
Promotion Dept.
Fetzer Broadcasting Co.
Kalamazoo, Mich.

Separation Might Go Further

EDITOR:

I noted an item [CLOSED CIRCUIT, Oct. 21] that the broadcasting industry is a little bit upset because it has been allowed only 30 minutes to tell the story of radio and television [at Public Relations Society of America convention this month] while other media such as magazines, newspapers, etc., have each been given approximately 30 minutes. The broadcasters feel that radio and television are separate media and should each have 30 minutes.

I agree that they are separate media and

Broadcasting Publications Inc.

Sol Taishoff, President · Maury Long, Vice President · Edwin H. James, Vice President
H. H. Tash, Secretary · B. T. Taishoff, Treasurer · Irving C. Miller, Comptroller

BROADCASTING* TELECASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald
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*Reg. U. S. Patent Office

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For the first time

Complete CBS-TV service in the Peoria Major Market.

WMBD TV

Illinois' 2nd Market

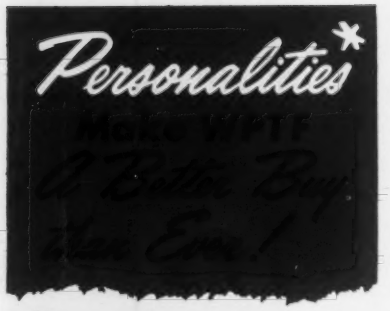
Peoriarea

1 MILLION WATTS

More than 25 new CBS-TV programs will be seen by the 187,000 television homes in *the* Peoriarea ...

For top network adjacencies and the *BEST* in news, sports, and feature program availabilities ...

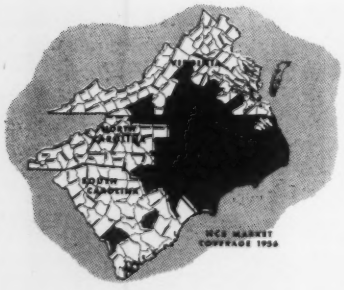
Contact
Robert M. Riley
DIRECTOR OF SALES
or
Peters, Griffin, Woodward, EXCLUSIVE NAT'L REPRESENTATIVES



*"B.J." JACKSON *JIM REID
*JIMMY CAPPS *PHIL ELLIS
*HARRIET PRESSLY
*TED DANIEL *ANN SELTMAN
*EARL HOSTETLER

Hitch your campaign to a WPTF personality and watch sales zoom. They are household names in 84 counties . . . yes 84 . . . where WPTF reaches over 50% of all radio homes.

In Raleigh-Durham, Wilson, Rocky Mount or Fayetteville. In Chapel Hill, Greenville, Danville, Va., or Dillon, S. C. . . . WPTF personalities are a first class passage to happy selling.



WPTF

50,000 WATTS 680 KC
NBC Affiliate for Raleigh-Durham and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

just thought I would drop a reminder that serious consideration should be given to separate associations for radio and television. But at the same time, I'll bet the boys who make the presentation for both radio and tv in 30 minutes will sell more souls and time than their competitors.

Edgar Kobak
Consultant
New York City

'Talent Agents Story Superb'

EDITOR:

Your story on talent agents and their rates [LEAD STORY, Oct. 21] was a superb job of trade journalism.

Richard M. Pack
Vice President
Westinghouse Broadcasting Co.
New York City

EDITOR:

I wish to compliment on your layout in "Talent Agents" [LEAD STORY, Oct. 21] in which you depict how four talent agents control 40% of nighttime network tv. I recognize that motion pictures and tv have, to a degree, merged as one business. As such it is rather revealing how the agents have grown and taken it upon themselves to develop and originate talent. Most surprising is the fact that this was the primary function of the motion picture studios and the networks. From your comments, we evidently are witnessing a radical change.

Herbert Aller
Editor
International Photographer
Hollywood

[EDITOR'S NOTE: Mr. Aller is also business representative of International Photographers, IATSE Local 659.]

Two More Dissents

EDITOR:

I note your bravery in defying the industry taboos against hard liquor advertising [EDITORIALS, Oct. 28]. I commend bravery but believe it could be more commendably exercised for more worthy causes. Americans already spend over twice as much for alcoholic beverages as they do for educating their children. I do not believe that upping this figure would be a goal for Americans—including broadcasters—to be proud of.

John David George
Production Director
KQXM Riverside, Calif.

EDITOR:

. . . The radio industry spends hundreds of thousands of dollars annually to combat polio, cancer, tuberculosis and similar diseases. Yet you advocate and champion the cause of liquor which kills and damns many times more than all these added together.

. . . The broadcaster does have, as you say, "legal rights," but he also has a corresponding moral responsibility and I hope the day never comes when the industry will sell the lives and happiness of their neighbors and their own homes for a wee bit of the distillers' blood money.

S. N. Whitcanak
Kansas City, Mo.

Our Readers at Standard Oil

EDITOR:

. . . Let me say we enjoy BROADCASTING very much and look forward to seeing it each week. Your reporting is well done and the entire makeup of the magazine is excellent.

R. P. Copperand
Advertising Dept.
Standard Oil Co. of California
San Francisco

He Reasoned the Same Way

EDITOR:

Congratulations on your name change. Two years ago I was faced with the problem of how to title a book that dealt with the fundamentals of radio and television. After much soul searching, I called it *Broadcasting in America*, gambling on the belief that soon the industry itself would also want to emphasize the underlying unity of the broadcasting media.

Sydney Head
Director, Radio-Tv Film Services
U. of Miami
Miami, Fla.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name title/position*
company name
address
city zone state
Please send to home address — —

*Occupation Required

EASY!

Buying time on radio has become an increasingly complex function. We've made it easy. In the mails this week, and effective December 1, is a brand new system of rates for our stations—the end result of intensive research and preparation.

On the 6 new CBS-Owned Radio Station Rate Cards the same basic structure applies for all the cards. Once you understand one, you understand all six. The cards are uniform.

The streamlined format (especially net-cost-per-unit rates in whole dollars) simplifies your job of computing complicated schedule costs.

If the test of a rate card is its efficient use—then we know you'll find ours a marked improvement.

ANOTHER LEADERSHIP STEP BY THE CBS-OWNED RADIO STATIONS...

C-O

WEEI, BOSTON
WBBM, CHICAGO
KNX, LOS ANGELES
WCBS, NEW YORK
KMOX, ST. LOUIS
KCBS, SAN FRANCISCO

Represented by
CBS Radio Spot Sales

CBS-OWNED RADIO STATIONS

WILS

the key station in

MICHIGAN'S*
MIGHTY MIDDLE
MARKET

with a 24 hour schedule and

5000
LIVELY WATTS

has over twice the number of listeners than all other stations combined in

(March-April, 1957—C. E. Hooper, Inc.)

LANSING

contact Vernard,
Rintoul & McConnell, Inc.

* 17 Central Michigan counties with $1,696,356,000 spendable income.

WILS
music news sports

71

OUR RESPECTS

to Andrew Gallagher Haley

Whenever Andy Haley goes abroad—and it's as frequent these days as rockets and satellites going into outer space—his family, his friends and his business acquaintances are bombarded with picture post cards from far off places. They have a special flavor because almost invariably they're bought in one country, written in another and mailed in a third. Only recently friends received a picture post card of Paris, postmarked Rome and telling about Barcelona.

This wide ranging travel is typical of Mr. Haley. His interests are as vast as his travels. His main activity is as a broadcast attorney in Washington but in the last few years he has become nationally and internationally famous in the field of rockets and space travel. Only last month he was elected president of the International Astronautical Federation.

Not for nothing is Mr. Haley sometimes referred to as Haley's "comet." His energies are tremendous. And he looks the part. He is big and burly, six feet tall and 200 pounds, and he is continuously engaged in far-flung enterprises—from visiting clients in the Pacific Northwest to an international rockets meeting in the Far East. He entertains frequently and lavishly. He also is a gourmet and a gourmand.

Yet in counterpoint to this unflagging activity he has surrounded himself with antiques. In one corner of his office sits a large, kneehole desk once owned by 18th Century author Horace Walpole. In another corner is an intricately-inlaid teakwood period end table. And on the wall hangs a Botticelli triptych.

Andrew Gallagher Haley was born in Tacoma, Wash., Nov. 19, 1904. After high school classes young Mr. Haley worked for the *Tacoma News-Tribune*. He was in circulation, manned the switchboard, covered area high school activities, and worked on the city desk covering general news, police and court beats. He made $47 a week at his peak—which was a superior income in those days for a teenager. Even today Mr. Haley's blue eyes sparkle at the excitement of his newspaper days.

In 1923, Mr. Haley went to Washington, D. C., where he entered Georgetown U. After two years of undergraduate studies and four years of law school he received his LL.B. This was 1928. It was six years later that he added a B.A. to his name, from George Washington U. in Washington, in 1934.

He returned to Tacoma in 1928 and went into private practice. In 1932 he became administrative assistant to newly-elected Rep. Wesley Lloyd (D-Wash.), who served in the 73rd and 74th Congresses. In 1933 Mr. Haley received an appointment to the Federal Radio Commission as an attorney. Colleagues still remember him as the nemesis of broadcasters who touted illegal products on the air (goat glands, cancer cures, birth control drugs).

After six years in radio regulation, Mr. Haley and W. Theodore Pierson (then another FCC attorney now the senior of Pierson, Boil & Dowd) joined in forming a law partnership specializing in radio practice. Today Mr. Haley is the senior member of Haley, Wollenberg and Keneham.

As guns began to boom in Europe in 1939, Mr. Haley was asked by his friend, Dr. Theodore von Karman, world renowned aerodynamist, to assist in establishing a commercial firm to manufacture rockets. This Mr. Haley did, becoming first president of Aerojet Engineering Corp. Aerojet subsequently was sold to General Tire & Rubber Co., but Mr. Haley has continued his interest in rockets and aerodynamics. He was president of the American Rocket Society in 1954 and was first chairman of ARS' space flight committee. He has been a vice president of the International Astronautical Federation, and became president of IAF last month.

Mr. Haley made international news with the advent of Sputnik I when he recommended that the moon be proclaimed an autonomous territory (to forestall space grabs by Russia or any other country). He also urged that national sovereignty be limited to 275,000 feet above the earth. This is the area where aerodynamic "lift" ceases. He also recommended that the International Telecommunications Union in Geneva set up a system of spectrum allocations for space communications.

In 1934 Mr. Haley married Delphine Delacroix of Mobile, Ala. The family consists of two children, Delphine, 21, and Andrew G. Jr., 19, and a nephew and niece, Andrew John Vogt, 14, and Mary Michaela Vogt, 12. He is a member of the American Bar Assn., the Federal Communications Bar Assn., Delta Theta Phi legal fraternity and the National Press Club.

Right now, Mr. Haley is on a nationwide lecture tour with Germany's Dr. Welf Heinrich, talking to law school and Scientific groups about space law. They began Nov. 4 at Princeton U. and will end Nov. 26 in Washington, addressing the combined law schools of U. of Maryland, American U., Georgetown U., Catholic U. and George Washington U.

YOU CAN'T MISS!

with

WEAU-TV

Eau Claire

THE BIG CHEESE

in Wisconsin

- Programming the BEST of all three networks, ABC, NBC and CBS.
- A single station market in the heart of Wisconsin . . . covering twice the population and twice the area with our new 1,000 foot tower with maximum power.
- Serving the giant land of ¾ million people and two million cows.

WEAU-TV

Eau Claire, Wisconsin

SEE YOUR HOLLINGBERY MAN

in Minneapolis, see BILL HURLEY

Know Charlotte by the company it keeps

Postal Receipts,* indicating business "velocity," prove Charlotte travels with or surpasses such "First Fifty" cities† as: New Haven, Phoenix, and Springfield. Charlotte's first fifty velocity is best harnessed by WBT Radio, the station that is 711% ahead (NCS #2) of its nearest Charlotte competitor in total audience.

†Standard Metropolitan Area Population

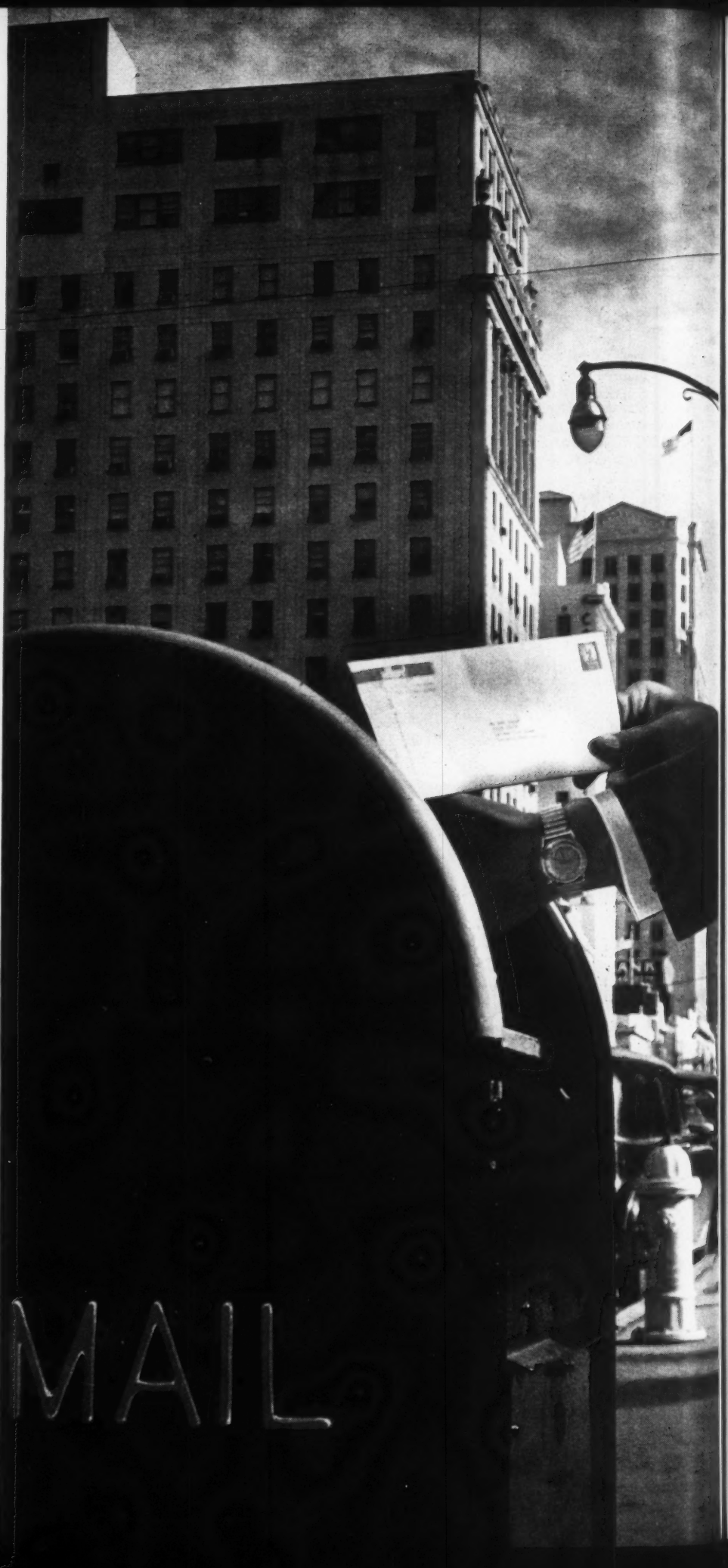
Postal Receipts, *U.S. Post Office Department 1955

Springfield $3,424,003 • Charlotte $4,679,765 • New Haven $4,918,787 • Phoenix $4,188,451

Represented Nationally by CBS Radio Spot Sales

WBT Radio
CHARLOTTE, N. C.

JEFFERSON STANDARD BROADCASTING COMPANY



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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BALTIMORE PROPOSES 9½% AD TAX BITE

● Broadcasters, advertisers unite in opposition, fear trend

● Mayor's plan asks 7½% tax on ad sales, 2% on ad receipts

Baltimore broadcasters—faced with economic strangulation by a city administration that wants to balance its budget at the expense of all advertising media—are finding broadcasters everywhere sharing their apprehension.

Baltimore Mayor Thomas D'Alesandro Jr.'s twin proposal would place a sales tax of 7½% on sales of advertising along with a 2% levy on gross receipts from advertising. City Budget Director Charles L. Benton claims this could mean an extra $4.2 million for Baltimore's coffers.

Should the proposal become a reality, there's speculation as to how the get-rich-quick germ might infect other cities and even states. At the present time broadcasters in five states and Hawaii already are subject to business taxes on their gross receipts.

One day of reckoning may be next Wednesday when the City Council holds hearings on the proposal. As of last weekend, broadcasters were uniting forces with other media and allied groups in a determined effort to stop the plan.

In the forefront is the Maryland-D. C. Broadcasters Assn. along with Maryland Press Assn., the Advertising Club of Baltimore, Baltimore Public Relations Councils, merchant organizations, trade unions and countless individuals, all unanimous in the stand that advertising media and local business as well would be throttled by the measure.

In addition, support of the fight against the tax is coming from outside the Baltimore area from stations and groups such as the Television Bureau of Advertising.

Following initial approval of the plan by the local board of estimates, broadcasters met the morning of Nov. 1 and drafted opposition resolutions that were carried over to an afternoon meeting with other groups. Each broadcaster registered personal protests with the mayor and city council.

It was pointed out that a loss of revenue by media would pave the way for an economic decline in Baltimore business generally. Stations would be forced to pass the 7½% bite on to advertisers in the form of higher rates, while advertisers would be faced with a higher cost per impression. Advertisers generally would be reluctant to raise budgets in the area and in some cases it is reported, would cancel.

There was some talk that broadcasters might even be forced to relocate beyond the city limits. The point was raised that stations outside of Baltimore would enjoy a competitive advantage from lower rate cards not affected by the proposed tax.

Critics of the plan also contend that adoption could bring a similar statewide tax from the Maryland General Assembly.

Fred S. Houwink, president of the Maryland-D. C. Radio & Television Broadcasters Assn., sent a formal protest last Wednesday to the mayor and city council in which he termed the tax discriminatory.

BALTIMORE'S D'ALESANDRO

"A tax on advertising could be used to drive local radio and television stations and newspapers out of business, depriving the people of their right to news and information and impairing the nation's communication system. Taxes of this nature could provide the means for bringing such great pressures on the fourth estate that our priceless freedom of the press would be lost," the radio-tv association declared in its official protest to the tax.

In another protest lodged in his capacity as general manager of WMAL-AM-TV Washington, Mr. Houwink said the tax would prove an economic drag on Baltimore and could ultimately drive various advertising media out of the city.

TvB President Norman E. Cash, in a telegram to President Leon Abramson of the Baltimore City Council and Mayor D'Alesandro, said the "revolutionary" tax "would inevitably lead to a great diminution of advertisers' investment in Baltimore which would directly trace to lower sales, jobs and the economic and political life of one of our major cities which, under your direction is now contributing so strongly to our economy, defense and culture."

Instead of spending in Baltimore at their current rate, he suggested, advertisers faced with the tax would divert some of their Baltimore budgets to "neighboring cities" and to "other great cities of the country" with which, as a city, Baltimore is in competition.

Mr. Cash stressed advertising's "necessary role in creating this desirable economy" in which the U. S. has raised "the levels of our standard of living," as compared with the rest of the world.

Taxes on advertising already are in effect in five states: Arizona, Delaware, Indiana, New Mexico and West Virginia, though on a more moderate scale than the Baltimore proposals.

Most recent setback to radio-tv came this summer in Hawaii where the Hawaiian Assn. of Radio & Television Broadcasters fought a 3½% territorial tax on business concerns that was extended to broadcasters. In that particular instance, the added cost was not passed along to advertisers until the U. S. Supreme Court finally upheld the legality of the tax [INTERNATIONAL, Sept. 23].

New Mexico in the fall of 1951 was successful in imposing a 2% sales tax on all intra-state advertising receipts. While a lower court had ruled that broadcasting was exempt because of its inter-state character, the New Mexico Supreme Court reversed the decision holding that the tax should be paid by radio-tv stations on local advertising billings.

An unsuccessful attempt was made in 1951 to impose a privilege tax on Oklahoma stations and a 5% tax on gross receipts of Oklahoma stations. The privilege tax or license would have imposed a levy of 10 cents per watt, or a total tax bill of $5,000 for a 50 kw outlet.

Of the gross receipts tax, 5% would have been applied to the Oklahoma state tax commission and the rest to general revenue. The commission would have received 2% of the license income, with the rest to general revenue.

SCREWBALL OR GENIUS

Of Mayor Thomas D'Alesandro Jr.'s advertising media tax proposal, the *Baltimore Evening Sun* climaxed its opposition editorial: "They [the mayor and his followers] may think they are geniuses for thinking up something original. The difference between the genius and the screwball, however, is not too wide. The screwball is the man whose genius produces something that will not stand the test of experience . . ."

Ritchie Account Moves To Kenyon & Eckhardt

Billing growth and network television are top considerations in the shift of the $5 million Harold F. Ritchie Co. account from Atherton & Currier to Kenyon & Eckhardt, effective Feb. 1 [ADVERTISERS & AGENCIES, Nov. 4].

According to the advertiser, Ritchie (a sub-division of Beecham Ltd., world-wide cosmetics, patent-drug and food manufacturing chain) will increase its billing to $7 million of which about $6.1 million will go to Brylcreem, Ritchie's hair dressing product.

Brylcreem spends about 98% of its allocation in television. The next major change in strategy, the client says, is to shift from heavy evening spot activity (principally in syndicated feature films) to network television.

Also shifting to K&E will be Eno Antacid, a radio user. Scott's Emulsion, another Ritchie product, left A&C last year for J. Walter Thompson Co. Scott's uses radio but only on a limited scale.

The Canadian portion of the account (billing separately), had also been handled by A&C through its Toronto office, but effective Dec. 1, MacLaren Adv. will assume the Canadian duties on Brylcreem. Canadian business for Eno and the Canadian-marketed Lucozade, MacLeans toothpaste and allied products will be taken up by McConnell, Eastman & Co.

The Brylcreem story is one of success through television. The world's largest selling hair product (world-wide sale: 60 million packages a year) was not introduced in the U. S. until after World War II. For the first few years, A&C (assigned the account in 1945) placed Brylcreem in print media, then began approaching tv "cautiously . . . but with an open mind," according to A&C Media Director Hubert Sweet.

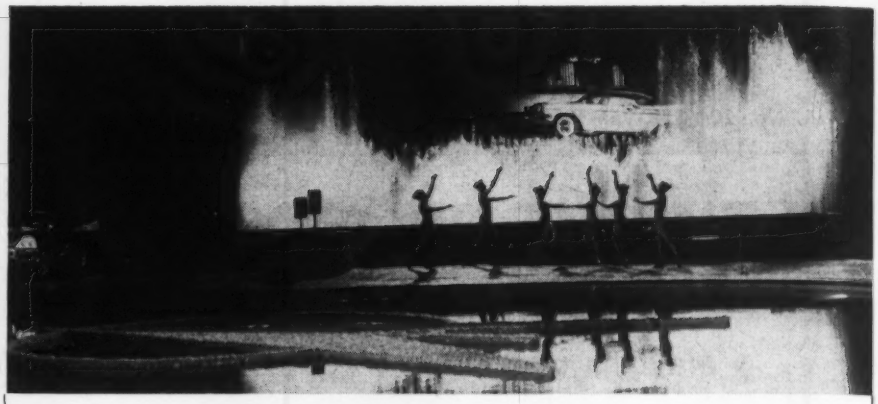
Initial tv activities were limited to late evening spot announcements but in as many as 105 markets. A year ago Brylcreem began dropping late night tv and, wherever it could afford it, started purchasing participations in syndicated film properties. As of last week, roughly one-third of Brylcreem's 90-market lineup was devoted to sponsorship of such properties as *The Silent Service, 26 Men, Grey Ghost, Boots and Saddles* and *Decoy*. It tested syndication last fall in six southeast markets with participations in *The Sheriff of Cochise* and *Frontier*.

Through television, Brylcreem rose from total obscurity to the fourth-ranking hair dressing in the U. S. Its competitors are Wildroot Co., Chesebrough-Ponds (Vaseline) and Bristol-Myers Co. (Vitalis).

According to William G. Ohme, Ritchie marketing director, the firm screened four agencies—J. Walter Thompson Co., Cunningham & Walsh, J. M. Mathes and K&E—but asked for no presentations. He said K&E was picked principally because of its impressive experience in television and because of its branch-office structure. K&E has offices in Chicago, Detroit, Atlanta, San Francisco, Boston and Hollywood.

Although the account loss has considerably damaged A&C's billing structure, there will be no wholesale staff reductions, agency officials said Wednesday.

According to Mr. Ohme, Ritchie took cognizance of the "audience factor" in television. He said it's a "good assumption" that Ritchie will take the network plunge. "Only by keeping your tv activities in constant flux," he said, "can you increase your audience and consumer count."



SPECTACULAR SPLASH

Dancing girls and dancing waters introduced the 1958 Dodge and Plymouth lines with a splash on the regular Lawrence Welk *Top Tunes and New Talent* on ABC-TV.

Originating live from the Beverly Hilton Hotel, Beverly Hills, Calif., the three commercials were broadcast Oct. 28.

The three-minute commercials became miniature tv spectaculars as more than 100 tv technicians, actors, models and dancers presented the new car models to a black-tie audience of more than 500 dealers and guests.

The opening Dodge commercial was set at the edge of the hotel pool, with the car raised on a seven-foot revolving dais. Dancers performed before a background of dancing waters (produced by a mechanism installed for the commercial), telecast in reverse polarity so that the waters appeared black and the silhouettes of the girls white. As the polarity switched to positive, the girls withdrew, the waters dropped and the '58 Dodge was revealed (above).

For the second commercial, the '58 Plymouth was driven up a 30-foot ramp through the ranks of dancers and diners to the bandstand.

In conclusion, the cameras returned to the pool, on which floated the insignia of Chrysler's "Forward Look" (also shown above). Welks-men admired eight new Dodges and Plymouths while Les Diamond, Dodge vice president in charge of sales, and Jack Minor, his Plymouth counterpart, made brief statements about prospects for the coming year.

Production credits for the fanfare go to John Gaunt, vice president of Grant Adv. Inc., Hollywood, and his producers: Jack Parker, Niles Cunningham and Merrill Sproul.

U. S. Jury Clears UAW on Charges Of Electioneering Over WJBK-TV

The United Auto Workers union was not guilty of illegal electioneering through a series of television programs it presented on WJBK-TV Detroit before the 1956 congressional elections, a federal jury decided Thursday.

The Detroit trial represented the second attempt by the government to prove the UAW had violated the Federal Corrupt Practices Act, which prohibits union and corporation expenditures in connection with federal elections. Federal Judge Frank A. Picard dismissed the original indictment two years ago, but it was returned to his district court earlier this year by the United States Supreme Court [GOVERNMENT, March 18].

The UAW had contended its WJBK-TV series, *Meet the UAW-CIO*, was presented to keep union members informed on current events and was part of a continuing union education program. Attempting to show the union suggested support of Democratic candidates presented on the nine telecasts, government counsel played recordings from the shows for the jury. The UAW said Republican candidates had been invited to be on the show but refused.

The question of constitutionality of the Federal Corrupt Practices Act was left undecided by last week's decision.

Grant Adv. Adds Five Executives

As part of the expansion program for the New York office of Grant Adv., Paul L. Bradley, vice president and general manager of the agency in New York, last week announced the addition of five executives to the staff. They are J. Murray Powers, account supervisor on Electric Auto-Lite export account; Leigh Smith, public relations staff, as head of the Dodge News Bureau; Patrick J. Flaherty, public relations account executive; Miraed Peake, public relations staff, handling fashions and women's promotions on Dodge, and Thomas F. Welch, copy staff.

Air France's $600,000 From Buchanan to BBDO

The airline "shuttling service" between agencies continued last week as Compagnie Nationale Air France, a $600,000 account of which $70,000 is in radio-tv, decided to leave Buchanan & Co. for BBDO, both New York. Air France will land at BBDO Jan. 1.

The French airline made its first use of television spot late in September when it purchased a three-week campaign of 10-second announcements in New York and Chicago on behalf of the new Lockheed 1649 "Jetstream" airliner. For some six years, Air France in cooperation with the French government tourist office had been participating in various WQXR New York good music programs, with the tab split 50-50. This past spring, Air France enlarged its radio allocations by buying seasonal spot drives in Boston and Chicago as well as New York.

Air France, according to Henri J. Lesieur, general manager for the company's North, Central American & Caribbean division, is thinking of "extensive expansions" as it anticipates the "coming jet age." The airline already has made a capital investment of some $120 million in purchasing 17 Boeing "707" intercontinental jet airliners. These will be used on Air France's trans-Atlantic hops and will probably become the subject of sharply increased radio-tv advertising over the next two years.

The airline currently uses Caravel jets in Europe and the Near East, and holds title to "the world's largest airline" by virtue of its globe-spanning routes. It intends to become bigger still with the inauguration of "707" flights out of New York late in 1959, and it is estimated that the account by then will bill $1.5 million.

Unlike the KLM switch, which saw a consolidation of agencies under one roof, the Air France move will affect only one agency, for the Air France's Mexican advertising activities will be retained by McCann-Erickson International and its Canadian activities by Canadian Adv., Montreal.

It was understood that Albert D. Van Brunt, account supervisor on Air France at Buchanan & Co., had been asked by the client to make the switch to BBDO but had declined. He will leave Buchanan at the end of the year and will make known his future plans at a later date. Mr. Van Brunt may be credited with placing Air France in broadcasting. Before joining Buchanan in 1951, he was Air France's first advertising director in New York, joining the firm in 1947.

New York Life Insurance Co. Sets 8-Week Tv Test Campaign

In its first use of television on a regular basis, the New York Life Insurance Co., New York, will launch an eight-week campaign of the medium on WJAR-TV and WPRO-TV Providence, R. I., to test the medium for possible use in the future. The agency is Compton Adv., New York.

New York Life will invest about $25,000 in the test campaign, using about ten announcements per week on each station. Copy will be slanted toward the male audience, seeking to persuade viewers to write for a booklet, "How Much Insurance Is Enough." A company spokesman said this is the first use of tv to advertise the company's service, but on occasions in the past, New York Life has used the medium to announce the opening of a branch office in a particular locality. In 1956, New York Life allocated its $2.6 million budget to print media.

The Television Bureau of Advertising was instrumental in setting up the test campaign. As far back as February 1955 the bureau has held talks with New York Life officials as part of its continuing effort to broaden the base of television advertisers. Halsey V. Barrett, TvB national sales account executive, participated in discussions with officials of New York Life and other insurance companies and recently spoke before a meeting of the Life Insurance Advertisers Assn. in Philadelphia.

VIDEODEX

TOP 10 NETWORK PROGRAMS

Tv Report for Oct. 1-7

Rank	Program	Percent Tv Homes
1.	*Bob Hope*	28.8
2.	*I've Got a Secret*	27.9
3.	*Ed Sullivan*	27.5
4.	*Gunsmoke*	26.9
5.	*Climax!*	26.7
6.	*$64,000 Question*	26.2
7.	*Perry Como*	26.1
8.	*Dragnet*	25.7
9.	*Cavalcade of Sports*	25.5
10.	*Danny Thomas*	24.8

Rank	Program	No. Tv Homes (000)
1.	*Bob Hope*	9,602
2.	*I've Got a Secret*	9,566
3.	*Ed Sullivan*	9,323
4.	*$64,000 Question*	8,970
5.	*Climax!*	8,947
6.	*Gunsmoke*	8,847
7.	*Dragnet*	8,708
8.	*Perry Como*	8,655
9.	*Cavalcade of Sports*	8,368
10.	*Danny Thomas*	8,266

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PULSE

TOP 10 NETWORK PROGRAMS

Tv Report for September

Once-A-Week

Rank	Program	Rating Sept.	Aug.
1.	*Gunsmoke*	28.4	30.1
2.	*Ed Sullivan*	28.0	21.8
3.	*Playhouse 90*	26.9	23.2
4.	*Climax!*	26.7	21.3
5.	*Alfred Hitchcock*	26.1	22.0
6.	*GE Theatre*	25.4	18.0
7.	*Studio One*	25.1	22.2
8.	*$64,000 Challenge*	24.0	
9.	*$64,000 Question*	23.7	21.6
9.	*Twenty-One*	23.7	21.7
10.	*I've Got a Secret*	22.2	19.5
11.	*Best of Groucho*	21.3	
12.	*What's My Line?*	21.3	22.1
13.	*Father Knows Best*	21.1	
14.	*Lawrence Welk*	21.0	18.5
15.	*Godfrey's Talent Scouts*	20.9	18.0
16.	*Julius La Rosa*	20.9	19.8
17.	*Steve Allen*	20.7	
18.	*Burns & Allen*	20.4	
19.	*Disneyland*	20.0	
20.	*Miss America Pageant*	30.1	

Multi-Weekly

Rank	Program	Rating Sept.	Aug.
1.	*Mickey Mouse Club*	11.6	10.8
2.	*Queen For A Day*	9.6	8.6
3.	*CBS-TV News*	8.9	7.6
4.	*Guiding Light*	8.4	7.9
5.	*Search for Tomorrow*	8.3	7.8
6.	*Art Linkletter*	8.2	7.3
7.	*Captain Kangaroo*	7.7	
8.	*Arthur Godfrey*	7.6	6.7
9.	*Love of Life*	7.5	7.1
10.	*Modern Romances*	7.3	
10.	*The Price Is Right*	7.3	

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Steve Allen (NBC-130): participating sponsors, Sun. 8-9 p.m.
Best of Groucho (NBC-178): Toni (North), De Soto (BBDO), Thurs. 8-8:30 p.m.
Burns & Allen (CBS-114): Carnation Co. (Erwin, Wasey, Ruthrauff & Ryan), B. F. Goodrich (BBDO), Mon. 8-8:30 p.m.
Captain Kangaroo (CBS-various): participating sponsors, Mon.-Fri. 8-9 a.m.
Cavalcade of Sports (NBC-171): Gillette (Maxon), Fri. 10 p.m.-conclusion.
CBS News (CBS-154): participating sponsors, Mon.-Fri. 7:30-7:45 p.m.
Climax! (CBS-195): Chrysler Corp. (M-E), Thurs. 8:30-9:30 p.m.
Perry Como Show (NBC-163): participating sponsors, Sat. 8-9 p.m.
Disneyland (ABC-175): American Motors (Geyer), American Dairy (Campbell-Mithun), Derby Foods (M-E), Wed. 7:30-8:30 p.m.
Dragnet (NBC-167): Schick (Warwick & Legler), Liggett & Myers (M-E) alternating, Thurs. 8:30-9 p.m.
Father Knows Best (NBC-105): Scott Paper (JWT), Wed. 8:30-9 p.m.
GE Theatre (CBS-154): General Electric (BBDO), Sun. 9-9:30 p.m.
Arthur Godfrey (CBS-121): participating sponsors, Mon.-Thurs. 10-11:30 a.m.
Godfrey's Scouts (CBS-165): Lipton (Y&R), Toni (North), Mon. 8:30-9 p.m.
Guiding Light (CBS-118): Procter & Gamble (Compton), Mon.-Fri. 12:45-1 p.m.
Gunsmoke (CBS-161): Liggett & Myers (D-F-S), Remington Rand (Y&R) alternating, Sat. 10-10:30 p.m.
Alfred Hitchcock (CBS-145): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.
Bob Hope Show (NBC-139): U. S. Time Corp. (Peck), Sun., Oct. 6, 9-10 p.m.
I've Got A Secret (CBS-198): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.
Julius La Rosa (NBC-156): participating sponsors, Sat. 8-9 p.m.
Art Linkletter (CBS-114): participating sponsors, Mon.-Fri. 2:30-3 p.m.
Love Of Life (CBS-160): American Home Products (Bates), Mon.-Fri. 12:15-12:30 p.m.
Mickey Mouse Club (ABC-94): participating sponsors, Mon.-Fri. 5-6 p.m.
Miss America Pageant (CBS-131): Philco (BBDO), Sat., Sept. 7, 10:30-12 p.m.
Modern Romances (NBC-55): participating sponsors, Mon.-Fri. 4:45-5 p.m.
Playhouse 90 (CBS-134): participating sponsors, Thurs. 9:30-11 p.m.
Queen For A Day (NBC-152): participating sponsors, Mon.-Fri. 4:30-5 p.m.
Search For Tomorrow (CBS-132): Procter & Gamble (Burnett), Mon.-Fri. 12:30-12:45 p.m.
$64,000 Challenge (CBS-117): P. Lorillard (Y&R), Revlon (BBDO), Sun, 10-10:30 p.m.
$64,000 Question (CBS-180): Revlon (BBDO), Tues. 10-10:30 p.m.
Studio One (CBS-100): Westinghouse Electric Corp. (M-E), Mon. 10-11 p.m.
Ed Sullivan (CBS-174): Mercury (K&E), Eastman Kodak (JWT), Sun. 8-9 p.m.
The Price Is Right (NBC-118): participating sponsor, Mon.-Fri. 11-11:30 a.m.
Danny Thomas (CBS-158): General Foods (Benton & Bowles), Mon. 9-9:30 p.m.
Twenty-One (NBC-150): Pharmaceuticals Inc. (Kletter), Mon. 9-9:30 p.m.
Lawrence Welk (ABC-200): Dodge Div. of Chrysler Corp. (Grant), Sat. 9-10 p.m.
What's My Line? (CBS-157): Helene Curtis (Ludgin), Remington Rand (Y&R), Sun. 10:30-11 p.m.

General Foods Ready to Sign As Murrow Tv Show Alternate

General Foods Corp., White Plains, N. Y., Friday was on the verge of signing as alternate-week sponsor of CBS-TV's *Person-to-Person* effective next January.

Although a verbal order had been placed with the network by Benton & Bowles, agency for GF's Maxwell House coffee and other products, some details remained to be ironed out. The principal problem: how to accommodate Theo. Hamm Brewing Co., Minneapolis, which sponsors the Friday night series in some 40 midwest markets, while American Oil Co. sponsors the Edward R. Murrow interviews in the East. (On the West Coast, Time Inc. picks up some markets on a week-to-week basis while other markets are sold co-op on the Time Inc. "off-weeks.")

The commitment by General Foods follows notification by Amoco that it will bow out of the Murrow programs early next year so as to effect a new tv marketing strategy concentrating on spot [ADVERTISERS & AGENCIES, Nov. 4]. Amoco and Hamm's had been closely allied on both the *Person-to-Person* show and Mr. Murrow's weeknight CBS Radio newscasts.

Meanwhile, CBS-TV was caught in the embarrassing position of possibly having to inform a major network advertiser which had sought relief that it might not be able to get it. With crooner Bing Crosby quite decided about not doing the Dec. 11 hour-long special program that would have been sponsored jointly by Shulton Inc. and U. S. Time Corp. (Timex watches) in the 10-11 p.m. slot, CBS-TV was trying to come up with a last-minute substitute program for the two one-shot advertisers.

Shulton is a regular CBS-TV client as alternate-week sponsor of the *Eve Arden Show* (Tues., 8:30-9 p.m.). Armstrong Cork Co., Lancaster, Pa., was to have been relieved of sponsoring the *Armstrong Circle Theatre* that night, but there was a good chance that if CBS-TV and Shulton (which originally bought the Crosby show, then sold part of it to Timex) failed to come up with a show suitable to both, Armstrong might have to go on after all.

WESTERN Airlines' "relaxed little bird" is flying into tv by way of newspaper advertising. The airline ran the above ad on the radio-tv pages of daily newspapers in 11 western markets Nov. 1 to announce the return of the animated character to tv screens during this month. The bird is featured in Western's "20-second Tv Theatre." The spot, third in a series featuring the little bird, was produced by Quartet Films, Hollywood, under supervision of Stan Walsh. Agency: BBDO, Los Angeles.

TvB, Using Nielsen Data, Cites 'Striking Gains' in Tv Over Year

Proof that television made "striking gains" in the last year was offered Thursday by Dr. Leon Arons, research director of the Television Bureau of Advertising. Dr. Arons, in commenting on the report based on recent A. C. Nielsen Co. findings, said, "Television attracts more homes and more different homes as tv viewing per family rises."

Tv viewing per average minute climbed 15% to 30% in all weekly time periods checked, which include 3-, 6-, 1-, 12-, 18- and 24-hour breakdowns, the report showed. In terms of different homes reached, tv attracted more families in 11 or 12 time periods, ranging from an increase of 5% to over 15%, it was reported. A 3% dropoff, the only decline registered, was shown in the 6-9 a.m. period.

Family viewing of tv increased in all 12 time periods surveyed by A. C. Nielsen with increase ranging from 17 minutes per week between 6 and 9 p.m. to 2 hours and 42 minutes per week on a 24-hour-day basis.

The report also showed: the greatest percentage gain in average-minute audience took place between 12 noon and 3 p.m. on weekdays; over 31% more families watched television in March 1957 than in March 1956; the biggest gain was registered between 9 p.m. and 12 midnight, in terms of actual audience increase, with over 20.4 million families viewing tv during the average minute. This, according to the report, is a 3.5 million increase over March 1956.

Nielsen reported the top percentage gain in families tuning to television also was credited to the 12 noon-3 p.m. time period. Over 15% more homes viewed tv each week in March 1957 than in 1956. More homes viewed tv between 6 p.m. and 12 midnight than during any other time period, according to the findings. The number of homes viewing tv in an average week shot up from under 34 million to over 38 million families, largest numerical gain in any time period for the year.

EWR&R Completes Merger, Realignment in Chicago

The physical consolidation of Erwin, Wasey and Ruthrauff & Ryan and personnel alignment of the newly-merged agency in Chicago have been completed at enlarged quarters in the London Guarantee Building (360 N. Michigan Ave.), according to Frederick J. Wachter, vice president and general manager. Consolidation of the New York office was completed last month.

After several account and creative staff departures from both agencies, alignment of Erwin Wasey, Ruthrauff & Ryan Inc., Chicago, shapes up like this:

Roswell W. Metzger, vice president and executive committee chairman; Haakon B. Groseth and Lorry R. Northrup, executive vice presidents; Kenneth D. Stewart, William D. Watson and Jack E. Fleisch, senior vice presidents.

Holly Shively, vice president, continues as business manager of the radio-tv department and timebuyer, with other department heads including George Anderson as vice president and radio-tv director, and John Gwynn, vice president and director of media.

Other vice presidents and department chiefs: Al Callies, marketing; Frank Cheeseman, art; George Drake, creative committee chairman; Dr. Harper Boyd, research; Jack Friedman, copy; Elmer Rieck and Jack McComb, product group supervisors. Other vice presidents and account executives: Allen C. Bishop, Waldo Gundlach, Gerald V. Kelleher and Herbert Lund. Mr. Fleisch is account supervisor. Paul Watson, former R&R board chairman and one-time Chicago office manager, serves as consultant.

COST-PER-INQUIRY? RATHER HIGH

When an advertiser figures it may cost him $9,000 to pay for two 30-second spot tv announcements, that's the hard way to make a profit.

This reverse twist on sudden success hit Waldheim's Furniture Store, Milwaukee, last week. Waldheim's had been running spot commercials for seven weeks on late movies over WITI-TV Whitefish Bay, a Milwaukee suburb. To spark up the last week's commercials, an announcer and a model last Tuesday offered a free tv lamp to every customer who came into the store between 9-11 a.m. Wednesday. The retail value of the lamp was $8.95; the store had 50 in stock. The two spots were broadcast between 10-11 p.m.

When manager Stanley Waldheim Jr. opened the store Wednesday, he took one look at the crowd and called the police. An estimated 6,000 to 8,000 people were crowding the streets. The riot squad and 28 policemen eventually were required, especially after the lamps ran out.

The store finally resorted to gift certificates worth the value of the lamp. Mr. Waldheim estimates that 3,000 to 5,000 of these were given away. He figures it may cost the store around $9,000, in the long run, to pay for the two 30-second spots. Store officials and their advertising agency still haven't decided whether the store can afford to continue with television.

Proper Use of Data Emphasized By Rating Services Executives

There is too much "blind buying" of radio-tv availabilities on the basis of ratings alone, James Seiler, president of Advertising Research Bureau, said Thursday in New York before the media discussion group of the American Marketing Assn.

He explained that ratings are intended to serve as a guidepost, but admitted agency timebuyers today are too rushed to "follow all the rules for proper use." He emphasized a 0.5 rating might actually be a better buy for a given product than a 20.0 rating if the right audience for the product were involved.

Mr. Seiler was the first of six rating service executives who participated on the luncheon panel. The meeting was moderated by Dr. E. L. Deckinger, vice president and media director of Grey Adv. Other panelists including Edward Hynes Jr., president, Trendex Inc.; Allen V. Jay, manager, New York office, Videodex Inc.; W. Bruce McEwen, vice president, C. E. Hooper Inc.; Dr. Sidney Roslow, president, The Pulse Inc., and T. Rodney Shearer, vice president, A. C. Nielsen Co.

Mr. McEwen emphasized agency media research directors must take a stand against acceptance of rating material on stations who "hypoed" their audience during rating week by deliberate promotions designed to pad the ratings. This would help stamp out the practice, he indicated. He pointed out that timebuyers are not research specialists and that research directors at the agencies must help in proper evaluation of data. He said this would apply also to the practice by stations of submitting only the favorable ratings of one rating firm where another firm might rate them less favorably.

Dr. Roslow felt the rating services are the "whipping boys" in most explanations for "dumping of tv programs" when the backers do not wish to divulge the many other reasons possibly involved. He and Messrs. Shearer and Hynes discussed various facets of the "bad press" that ratings receive principally in newspaper columns through faulty information. Dr. Roslow said, "So long as ratings are fed to the consumer press there will be misunderstandings." Mr. Shearer said Nielsen has a client service staff to aid in proper use and interpretation of data. Mr. Hynes explained that the frequent release of overnight figures to the press is done by his clients and not by Trendex itself.

Mr. Shearer said accuracy and representative sample weight are stronger than sample size itself. But it was Mr. Seiler who answered the critics of rating service sampling techniques—those who question the validity of sampling at all. He suggested the critics be reminded: "Next time you see your doctor for a blood test, just tell him to take it all."

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

IMPORT BUSINESS • Continental Distributing Co., N. Y., distributor of foreign-made motion pictures, has allocated roughly $26,000 for radio promotion for new film, "Gervaise," starring Maria Schell. Amount is said to be largest ever set aside for one-market introduction of foreign film. Agency, Monroe Greenthal Co., N. Y., will buy saturation schedules on WQXR, WRCA, WCBS, WNEW, all New York, and WPAT Paterson, N. J. Unusual aspect of heavy allocation: Baronet Theatre, where "Gervaise" will premiere later this month, seats maximum of 500.

WESTERN NEWS • Bristol-Myers Co. (Bufferin), N. Y., beginning today (Monday) will sponsor *Frank Goss News* (Mon.-Sat. 7:30-7:45 a.m. PST), on CBS Radio Pacific Network. Agency: Young & Rubicam, N. Y.

BAKERY BUY • Kitchens of Sara Lee Inc. (bakery products), Chicago, has bought quarter hour segment of *Tex and Jinx* (Mon.-Fri. 1-1:30 p.m.) on these NBC-TV o&o stations for 8 weeks starting Nov. 18: WRCA-TV New York, WNBQ (TV) Chicago, KRCA-TV Los Angeles, WRCV-TV Philadelphia and WRC-TV Washington. Agency: Cunningham & Walsh, Chicago.

RENEWED 'FURY' • General Foods, N. Y., has renewed *Fury* (NBC-TV 11-11:30 a.m.). Benton & Bowles, N. Y., is agency.

TEE-OFF • Easy Laundry Appliances Div. of Murray Corp. of America, Chicago, will sponsor hour-long telecast of Bing Crosby pro-amateur golf tournament as "golf spectacular" on CBS-TV, Jan. 12, 1958 (6-7 p.m. EST), from Peeble Beach, Calif.

DESSERT TIME • Penick & Ford, (My-T-Fine desserts), N. Y., will return to network radio for first time in three years Dec. 22 when firm will sponsor Dickens' *A Christmas Carol* on CBS Radio (Sun. 6:30-7 p.m.). Sir Cedric Hardwicke will do commercials for dessert firm, which will offer box top premium for records of *A Christmas Carol* album. Agency: BBDO, N. Y.

ON PARADE • Chrysler Corp., for fourth consecutive year, will sponsor ABC-TV's telecast of Detroit's 31st annual J. L. Hudson Thanksgiving Day children's parade (Nov. 28, 10:15-11 a.m.). Parade will be produced by and originated through ABC-owned WXYZ-TV Detroit. Agency: McCann-Erickson, Detroit.

DOUBLE 'IMPACT' • Vick Chemical Co., N. Y., has ordered 42 additional CBS Radio "Impact" segments to bolster its winter campaign. Studebaker-Packard Corp., South Bend, Ind., is in second week of contract for 14 weekly "Impact" segments on CBS Radio. ("Impact" is CBS' sales plan for selling five-minute segments in specified day and nighttime programming.)

LIGHT YEAR • General Electric Co. (lamp div.), Schenectady, N. Y., through BBDO, N. Y., has purchased weekly quarter hour of CBS Radio's *Arthur Godfrey Time* (Mon.-Fri. 10-11:30), effective Jan. 13 for 52 weeks.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 123,574,000 people in the U. S. over 12 years of age during the week Oct. 27-Nov. 2. This is how they spent their time:

67.1%	(82,918,000) spent	1,874.2 million hours	WATCHING TELEVISION
55.1%	(68,089,000) spent	996.1 million hours	LISTENING TO RADIO
82.2%	(101,556,000) spent	414.5 million hours	READING NEWSPAPERS
29.4%	(36,323,000) spent	170.6 million hours	READING MAGAZINES
25.0%	(30,928,000) spent	389.7 million hours	WATCHING MOVIES ON TV
25.7%	(31,731,000) spent	132.2 million hours	ATTENDING MOVIES *

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING, each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Oct. 1, Sindlinger data shows: (1) 104,470,000 people over 12 years of age see tv (84.6% of the people in that age group); (2) 40,423,000 U. S. households with tv; (3) 44,440,000 tv sets in use in U. S.

A&A SHORTS

Warwick & Legler, N. Y., has moved its media department to 26th floor of Biltmore Hotel, Suite 2614. All telephone calls still will go through W&L switchboard at 230 Park Ave.

Waldie & Briggs Inc., Chicago, announces acquisition of Robert Christopher Agency there, with head of latter firm joining Waldie & Briggs client contact staff as account group supervisor.

Richard Crabb announces formation of Richard Crabb Assoc., new agency devoted to agricultural accounts, with headquarters at 20 N. Wacker Drive, Chicago. Mr. Crabb formerly was senior member of E. H. Brown Adv., same city, agricultural division.

Potts-Ray Assoc. has moved to larger space at 971 North La Cienega Blvd., L. A.

Allan J. Copeland Adv., Chicago, announces move of offices from 100 E. Ohio to 75 E. Wacker Dr. Telephone: Central 6-8586.

Teawell & Shoemaker Inc., San Diego, has been formed by merger of William H. Teawell's and Lisle F. Shoemaker's San Diego agencies. Offices at 1357 Seventh Ave.

AGENCY APPOINTMENTS

Sturdy Dog Foods Inc., Burbank, Calif., names Dan B. Miner Co., L. A. **A. D. Carpenter,** Miner, vice president, is account manager.

Coastal Foods Co. (Phillips and Gibbs canned goods), division of Consolidated Foods, appoints W. B. Doner & Co., Detroit.

A. Magnano & Sons (Old Yankee brand food products), Seattle, Wash., appoints Frederick E. Baker & Assoc., same city.

Comstock Foods Inc., Newark, N. J., appoints Gordon Best Co., Chicago, to handle advertising for its Pie Sliced apples and pie fillings.

Victor J. Noerdlinger Inc. (importers-distributors of Tobler chocolates), L.A., appoints Cheshire Adv. Assoc., Hollywood.

Transocean Airlines, southern California division, appoints George Patton Adv., Hollywood.

American Export Lines, N. Y., appoints Doyle Dane Bernbach, same city, effective Nov. 1. Account, which uses spot radio on good music stations during tourist season, moves from Cunningham & Walsh, N. Y.

Central National Insurance Companies of Omaha appoints Buchanan-Thomas Adv., Omaha, to handle its account in 41 states, D. C. and Alaska, effective Nov. 1.

Fannie-May Candy Co., Chicago, appoints McCann-Erickson, same city.

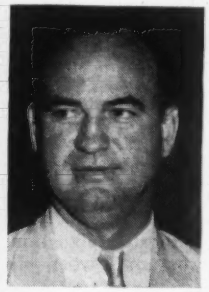
Eureka Williams Corp. (vacuum cleaners, heating equipment), Bloomington, Ill., appoints Earle Ludgin & Co., Chicago.

Seamprufe Inc. (Seamprufe lingerie), N. Y., has named Frances, Morris & Evans, New York, to handle all advertising.

RKO TELERADIO PLANS FOR TOLL TV

RKO Teleradio Pictures Inc. plans to enter the toll television business.

A statement issued by Thomas F. O'Neil, president, said RKO Teleradio Pictures is filing today (Monday) for FCC authorization to participate in toll tv tests. The company, he added, already has begun negotiations with developers of subscription tv systems to use one or more of RKO's broadcasting and motion picture facilities for trial demonstrations of pay telecasting.



MR. O'NEIL

The move by Mr. O'Neil is the first on record of a major broadcaster in the direction of toll tv. RKO Teleradio Pictures owns and operates WOR-AM-TV New York, WNAC-AM-TV Boston, KHJ-AM-TV Los Angeles, KFRC San Francisco, WHBQ-AM-TV Memphis, WGMS-AM-FM Washington, and the Don Lee and Yankee Networks. The company also owns the RKO Radio Pictures motion picture studio.

Mr. O'Neil made it clear that his company plans to become active in pay television. He asserted:

"Toll tv is already with us and RKO Teleradio proposes to waste no time or effort in attempting to stem the tide of the inevitable, especially since this would only serve to divert its rich flow to other communications streams, such as closed circuit. We propose to lend our efforts to the development of a compatible [over the air, as distinguished from wired tv] pay tv system, operating on the regular television broadcast band, which will produce a real opportunity for the viewer to choose among free and pay television programs. It is the broadcasters, along with the equipment manufacturers and advertisers, who have made American television the super-medium of communication and entertainment it is today. It would be economically and socially wasteful for broadcasters not to take their rightful place in the forefront of innovators who seek to broaden the base of television entertainment."

Mr. O'Neil expressed the view that free television with advertising sponsorship can continue to thrive alongside "compatible" pay broadcasting, with the latter "promising to share the tremendous cost burden." He decried predictions by "the prophets of doom," pointing out that in the past they prophesied radio would doom the record business and television would doom radio, magazines, newspapers and motion pictures.

Mr. O'Neil claimed "compatible" pay television presents a way to provide out-of-home entertainment not normally found on free tv at a more economical cost to viewers, eliminating fringe costs for transportation, parking and baby-sitters. The savings in money and time, he said, will permit more leisure hours for free tv, radio and reading.

The failure to permit pay television via the airwaves, Mr. O'Neil said, will result in a "direct burden" to the viewing public in two principal ways:

"The higher cost of transmitting the program by closed circuit wired systems will result in a much higher price for the entertainment delivered.

"Insofar as the control of the transmission of closed circuit wired television will give effective control of talent and events which are likely to be used for either pay or free television, the closed circuit wire system operators will soon have control of all of the program elements of telecasting, whether it be free or toll."

Mr. O'Neil gave no indication of which toll tv system developers his company has approached. Mr. O'Neil is reported to be a stockholder in Skiatron Electronics & Television Corp., New York, developer of the "Subscriber-Vision" system of pay tv. Several years ago WOR-TV conducted a series of experiments in conjunction with Skiatron.

Treyz Lines Up ABC With Anti-Toll Camp

Oliver Treyz, vice president in charge of ABC-TV, last week put ABC in line with the other networks in a stand against pay tv. Mr. Treyz' words echoed those of his boss, AB-PT President Leonard H. Goldenson, who told an AB-PT stockholders meeting in 1955 that such a stand would be taken. [LEAD STORY, May 23, 1955].

At that time, Dr. Frank Stanton, president of CBS Inc., voiced that network's opposition to "hi-jacking the American public into paying for the privilege of looking at its own tv sets." [LEAD STORY, May 23, 1955]. In a speech at Pittsburgh last month, NBC President Robert Sarnoff stressed NBC's opposition [LEAD STORY, Oct. 28].

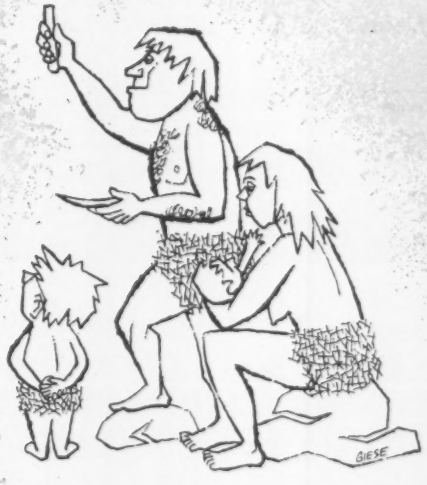
MR. TREYZ

Speaking before the Minneapolis Ad Club Nov. 7, Mr. Treyz outlined the rise of ABC this year as a third competitive network. This competition could not exist if pay proposals go into effect, he stated.

Mr. Treyz' reasoning: ABC could not bid against pay tv entrepreneurs for the programming which has put it into a competitive position. Citing ABC's $3 million expenditure this year for *Maverick*, he explained that the network would not have had the opportunity to buy the program at those figures in competition with a pay tv group which had signed up even a minimum of 5% of the people. "The suggested experiments in toll or pay tv will kill network television as we know it."

If a pay system should become a reality, however, Mr. Treyz intimated that the net-

31,876 B.C. - Background for Family Radio



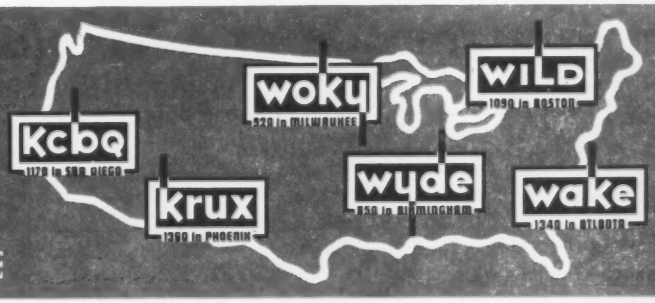
The family — basic social unit since the dawn of civilization. Love and loyalty are firmly woven into the fabric of family life. Understanding of these fundamentals has been the basis of programing for

TEN YEARS OF BARTELL GROUP
FAMILY RADIO

First by ratings in our established markets is, therefore, only part of the Bartell success story. Balanced audience has created best buyership.

Bartell It... and Sell It!

THE BARTELL GROUP
RADIO FOR FAMILY LIFE



AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY The KATZ Agency

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Special Holiday Rates

ONE YEAR SUBSCRIPTION
52 WEEKLY ISSUES—$7.00
EACH ADDITIONAL GIFT—$6.00

Please send 52 issues of BROADCASTING as my gift to:

1 **$7.00**
name title/position
company name
street & number
city zone state
occupation required
Sign gift card

2 **$13.00**
name title/position
company name
street & number
city zone state
occupation required
Sign gift card

3 **$19.00**
name title/position
company name
street & number
city zone state
occupation required
Sign gift card

4 **$25.00**
name title/position
company name
street & number
city zone state
occupation required
Sign gift card

additional subscriptions may be listed separately at $5.00

MAIL TODAY!
☐ I enclose $ ☐ please bill
name
street & number
zone state
all orders will be checked, in the event of duplication you will be notified immediately
BROADCASTING Subscription Department • 1735 DeSales St., Washington 6, D. C.

works will be forced—if they are to stay alive as a business—to become purveyors of "box office" entertainment to the few who can pay. This followed the tenor of earlier remarks by NBC's Sarnoff that if pay tv emerges, the networks would have "no choice but to follow the pay tide." [LEAD STORY, Oct. 28].

Outlining ABC's push this year as serious competition, Mr. Treyz cited the network's increased share of its sponsored evening time periods in the competitive markets—up 41% from Nov. '56—and the fact that by next year ABC will be the only network with a vhf affiliate in each major metropolitan market.

This competition, Mr. Treyz noted, is good for advertising and good for the people. If pay tv becomes a reality, no third network, and possibly no network at all, could afford to buck the competition.

Calif. Outlets' Poll Swamps Pay Tv Offer

Toll tv proponents who clamor for the public to be the judge in the subscription television hassle would do well to curb such confidence—at least in the Salinas-Monterey and San Luis Obispo areas of California.

The reason: the public was asked there and only four people voted for pay tv while 5,002 were recorded as opposing the fee system.

John C. Cohan, principal owner of KSBW-TV Salinas-Monterey and co-owner of KSBY-TV San Luis Obispo, last week explained that the project to get a pulse beat of the communities was undertaken as the result of numerous requests to the stations for an explanation of toll tv.

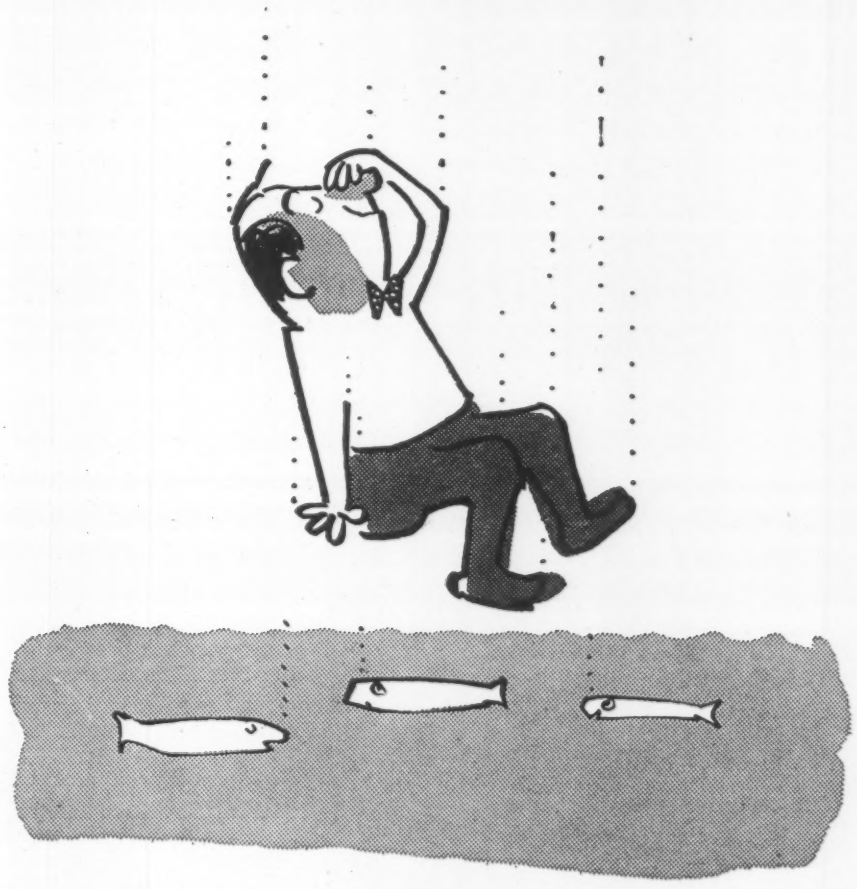
A special television program was developed in which free television, closed-circuit tv and toll tv were explained with appropriate drawings. Then a condensed version of a kinescope used previously on KRON-TV San Francisco was shown. In it the mayor and city attorney of San Francisco held a roundtable discussion with the station special events director and various newsmen from the Bay Area.

Prior to presenting this material on KSBW-TV (ch. 8) and KSBY-TV (ch. 6), it was made clear to the audience that the main purpose was to explain the three sys-

NAYS HAVE IT

As of last Thursday, the tabulation of Sen. William Langer's (R-N.D.) 8,500 letter poll of Bartlesville, Okla., residents on the question of pay tv [SPECIAL REPORT on TOLL TV, Nov. 4] stood at 1,930 against, 163 in favor.

Many of the 2,093 persons who answered Sen. Langer's questionnaire, regardless of their views on the subject, refused to consider the Bartlesville Telemovie system as belonging in the toll tv category. In the Telemovies system operating there, subscribers pay $9.50 plus tax per month to see first run and rerun motion pictures via coaxial cable on their tv sets.



ANOTHER FABLE OF PROFITS*

(All About A Full *Gainer*)

ONCE UPON A TIME there was a station manager who, like Steve Brodie, always wanted to take the plunge. However, at the last minute he always chickened out. Indecision and procrastination plagued his every move.

Then one unsettled day while aimlessly plodding down Madison Avenue he met the friendly Bolling man who gave him new courage and convinced him he should make the leap.

Today, after hardly any time at all, he's on the top with his pockets filled with clam$.*

The moral of this story is . . . *you* should get in the swim—the water's fine—

***To turn the tide, talk to us.*

THE BOLLING COMPANY INC.

STATION REPRESENTATIVES

247 PARK AVENUE, NEW YORK CITY, N. Y.

CHICAGO • BOSTON • LOS ANGELES • SAN FRANCISCO

on tv at last!...39 all new half-hour mystery dramas on film

MICKEY SPILLANE'S MIKE HAMMER

STARRING

DARREN McGAVIN

immediately available only to regional and local advertisers

FAST AND TOUGH!

America's fastest selling mystery writer comes to television!

And 50 million avid Mickey Spillane fans are standing by for *action!* Here's easily the biggest advance audience ever tapped by a new television series -- and it's being offered *only* to regional and local advertisers. Take your cue from two-fisted Mike Hammer, America's all-time detective idol: *Move fast ... be tough ... get 1958's great new thriller for your markets today!*

... in Signet editions alone! One title —"I, The Jury"— had the largest pre-publication print order in publishing history (4,500,000).

hurry! pre-sold in most major markets

Write, wire, phone your MCA TV film representative

mca tv

Film Syndication
598 Madison Avenue
New York 22, N. Y. (Plaza 9-7500)
and principal cities everywhere

"YUP-ONE COLOR SET GOES IN THE BEDROOM!"

WHEN it comes to livin' high off the hog, mighty few places in the U.S.A. can hold a candle to the Red River Valley!

That's because our hayseeds make *big money!* And they buy the same things you city slickers go for — aspirins and artichokes . . . beer and baby foods . . . cookies and Cadillacs!

To sell more goods in this high-income market, smart advertisers use WDAY-TV. No other Red River Valley media can even *touch* it — for impact, economy and efficiency!

Ask your PGW Colonel for all the facts.

(P.S. If you're a stickler for facts-and-figures, we've got STACKS of surveys to prove WDAY-TV's dominance. *And we mean prove it!*)

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

tems. Further, that the main interest of the stations' management was to get the public opinion as a guidepost for the course to be taken by the corporation. The stations' management emphasized that although pay tv basically is against its own principles as a free broadcaster, it nevertheless would abide by the people's choice.

To clear up misconceptions about free tv, the program:

(1) explained the role of commercials and advertising in the economy of the nation as well as its relationship to the growth of American industry;

(2) listed some of the outstanding programs now on free tv;

(3) gave a rundown on length of time required for motion pictures, ballets, etc.;

(4) gave the output of all major film companies for the past year (all A, B and C pictures totaled approximately 162);

(5) explained tax problems of producers of plays, such as "My Fair Lady," in which it is advisable to have income spread over years rather than concentrated in one evening.

Two address slides were flashed at the end of the 6:45-7 p.m. Saturday program but no heavy stress was placed on the need for write-ins, according to Mr. Cohan.

The results "astonished and flabbergasted" station officials. In addition to the 5,002 to 4 sentiment against toll tv, there were countless requests to have the telecast repeated, it was reported. Many viewers admitted that up until that point they had not understood pay tv.

Other anti-toll tv repercussions set in, according to Mr. Cohan, who said people began handing out petitions to be signed in Seaside, Watsonville, Pacific Grove, Greenfield and other neighboring communities; local grocers put petitions on walls to be signed by customers, and organizations, such as the Veterans of Foreign Wars of King City, passed resolutions against pay tv.

Four ASCAP Members Sue Brown

Four members of American Society of Composers, Authors & Publishers have filed suits for copyright infringement against Gordon P. Brown, owner of WNIA Buffalo, ASCAP reported last week.

The plaintiffs allege copyrighted songs were performed by the station without authorization and are asking the U. S. District Court for the Western District of New York to award damages of not less than $250 for each unauthorized performance, together with court costs and attorneys' fees.

Goodson-Todman Team Buys Paper

Television producers Mark Goodson and William Todman—the team behind various programs, including CBS-TV's *What's My Line* and *I've Got a Secret*—have, with others in a New York group, purchased the *Pawtucket* (R. I.) *Times* for $3 million, according to an announcement last week by Allen Kander & Co., media broker, and the Industrial Trust Co. of Providence.

Messrs. Goodson and Todman hold controlling interest in New England Newspapers Inc., the purchasing corporation.

IN *front of the Kaiser aluminum dome in Honolulu, Messrs. Kaiser, Todd and Weaver (l to r) inspect an artist's drawing of one of the aluminum auditoriums.*

Weaver, Kaiser, Todd Take on New Venture

Sylvester L. (Pat) Weaver Jr. has teamed with industrialist Henry J. Kaiser and showman Mike Todd to form a new company to build 43 "revolutionary aluminum domes" to house virtually all kinds of auditorium events, including telecasts.

The domes were described as "multi-purpose auditorium-theatres" that can be erected quickly and economically and may also be used for such non-auditorium purposes as supermarkets, airport terminals and hangars.

Mr. Weaver, former president and board chairman of NBC, was named president and managing executive of the new dome enterprises. The company itself, spokesmen said, has not yet been named.

The new venture is in addition to Mr. Weaver's current work as advertising and tv consultant to Kaiser Aluminum & Chemical Corp. and the various related Kaiser companies. It is an outgrowth, spokesmen reported, of a meeting of Messrs. Kaiser, Weaver and Todd in Honolulu for the premiere of Mr. Todd's "Around the World in 80 Days," staged in the Kaiser aluminum dome at the Hawaiian Village Hotel there.

Authorities reported that the first prototype dome, designed and built by Kaiser Aluminum & Chemical Corp., was erected in 20 working hours at a cost of about $4 per square foot. It seats up to 2,000 persons, is 49½ feet high, 145 feet in diameter and has 16,500 square feet under cover. Other domes, some larger and some smaller, were said to have been built or to be in the planning stages.

Mr. Todd was quoted as saying that what makes the domes "unique" is "the myriad flexible uses to which [they] can be put for conventions, banquets, cultural programs like the symphony and recitals, stage performances, televising, festivals, pageants, home, sports and auto shows, exhibits, dances, sports contests and giant screen spectaculars."

Messrs. Kaiser, Weaver and Todd and their respective organizations will share equally in the new company.

New Music Licensing Society Seeks Contracts From Stations

Another music performing rights society is attempting to establish itself in the broadcast field. Stations last week were sent contract applications by Colored Performing Rights of America Ltd., 350 Broadway, New York City.

The new organization, which intends to license versions of popular music as arranged by Negro talent in its membership, is headed by Perry Bradford, described as a 50-year veteran of show business.

CPRA vice president is Barney Young, a principal in Life Music Inc., the music publishing firm that split from BMI in 1954 and then, in 1956, brought suit to force the dissolution of BMI, ASCAP and SESAC. Life Music, in asking $7.5 million damages under antitrust law, also named as co-defendants RCA, NBC, CBS Inc. and Columbia Records [BROADCASTING, Jan. 16, 1954]. The suit still pends.

Secretary-treasurer of CPRA is Sidney Rothstein, Mr. Barney's lawyer and also the attorney that filed the 1956 suit. Mr. Rothstein last week said the new organization is not connected with Life Music and said that "this very legitimate organization" is not to be confused in "collateral issues."

Mr. Rothstein maintained that while CPRA will compete with ASCAP, BMI, and SESAC, "we do not intend to raid them." He added that former clients of the other three organizations will not be turned away "because of their past associations."

CPRA is asking an annual license fee of $25 for stations of less than 10 kw and $50 from those above that power.

As of last Thursday, none of the stations solicited had answered CPRA. NARTB said it is looking into the matter.

MEDIA NEWS STOCK RISING—RTNDA

- **Progress in respectability seen by news directors**
- **Delegates face obstacles, work to improve methods**

Broadcast news, a highly salable commodity, is under-rated by management and kicked around by public officials, but the Radio Television News Directors Assn. feels it is breaking down these barriers. Progress in the long-range fight for recognition was reported at a three-day meeting in Miami last week.

The nation's broadcast newsmen faced these obstacles and held a series of workshops designed to improve news techniques and raise professional standards.

Here are developments at the meeting:

• Frank Stanton, CBS president, received the second annual Paul White memorial award (see page 42).

• Strong protest was made against the recent action of the American Bar Assn. Committee on Canon Revision, with its refusal to relax Canon 35 and the ban on courtroom broadcasts.

• Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of NARTB's freedom of information committee, lauded RTNDA's fight for access to public events and promised continued NARTB help.

• Sam Zelman, KNXT (TV) Los Angeles, chairman of RTNDA's professional standards committee, in calling for equal access to news for all media, said the doctrine of separate but equal rights is not acceptable.

• Citations were recommended to recognize public figures who contribute to the cause of freedom of information.

• The Zelman committee called on management not to abuse the right of access by sending unqualified personnel to carry out news assignments.

• "Rip and read" newscasts tactics were roundly condemned, RTNDA noting a revival of careless station news operations.

• President Ted Koop, CBS Washington, called on RTNDA to keep the industry and public informed about the higher professional standards in broadcast news.

In regretting a revival of the "rip and read" style of newscasting, James A. Byron, WBAP-AM-TV Fort Worth, devoted part of his Thursday keynote address to a searching self-analysis of the news broadcast structure. He is a past president of RTNDA.

Mr. Byron said he has heard more wire copy broadcast on more Texas stations than ever before. Worst of all, he said, is the fact that "some of these jokers who do the reading can't resist the impulse to scatter around some of the same corn that is their stock in trade as disc jockeys."

He finds it "a bit nauseating," Mr. Byron said, adding, "but these characters are newsmen. I know they are because the introductory copy says so."

In a similar vein he said that in television, "We continue to find actors doing news on some stations. I still trust the average viewer to accept the man who knows what he is talking about in preference to the man whose principal attribute is that he looks well while doing whatever he is doing."

Management's growing interest in news can be traced in a large degree to RTNDA's fight for freedom of access to public events, Mr. Byron said. He cited cooperation with NARTB and the fact that President Harold E. Fellows asked RTNDA to supply a speaker for each of the organization's eight regional meetings.

The RTNDA freedom of information committee report recommended that the association issue citations to public figures who contribute to the cause of freedom of information.

An RTNDA survey of wire services showed, on the basis of 143 questionnaires, that in general news directors are fairly well satisfied with news reports. The survey disclosed that 78 stations have only one radio wire, 31 have two, nine have three and four have four or more wires. Of these stations, 38 have one or more newspaper wires.

Asked if they favor elimination of 15-minute summaries in favor of more five-minute reports, the news directors were two-to-one in favor of keeping 15-minute reports. Other findings: a minority of editors asked for more feature-type stories and commentary material; a majority feel regional splits of wire services are adequate; a number of tv editors want more regional pictures.

One- and two-man news staffs predominate, it was shown, with 35 reporting stations carrying three to five men; 18 with six to ten men, and 14 with ten or more. As to the number of newscasts per day, 31 stations have 16 to 20; 20 have 21 to 25 newscasts; 20 have 5 to 10; 15 have 11 to 15, 7 have 26 to 30, and 7 stations have 31 or more newscasts per day.

The role of radio news coverage in a world seeking fast, accurate information was reviewed at a Thursday radio panel headed by Lee White, KROS Clinton, Iowa. Bert Cannings, CFCF Montreal, Canada, told news editors they should sell radio news on its newness, with careful preparation of copy and a fresh, authoritative approach. He said radio "is enjoying its first hour of acceptance." He suggested smaller stations use a tip system, which he called "a dollar a holler," with competent newsmen following up these dollar tips. Other panel members were Dick Sanders, WJDX Jackson, Miss.; Jim Corbett, WGTO Haines City, Fla., and David Loring, WGIL Galesburg, Ill.

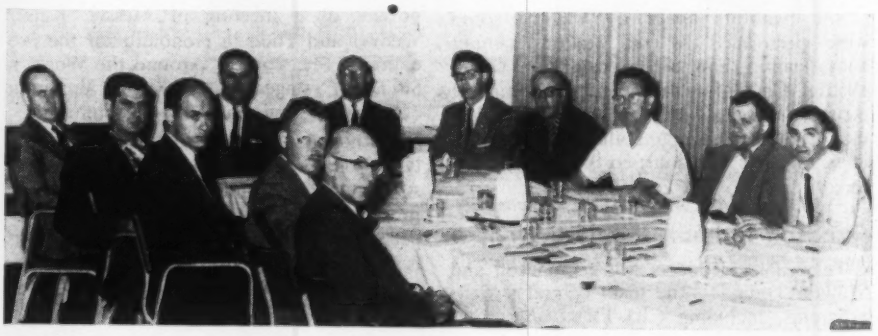
At a television panel Thursday, Bill Baggs, editor of the *Miami Daily News* (part owner of WCKT [TV] Miami), urged tv stations to do more reporting in depth. Others in the panel were Charles Shaw, WCAU-TV Philadelphia; Jim Bennett, KLZ-TV Denver; Harold Baker, WFGA (TV) Jacksonville, Fla., and Dick John, WTVT (TV) Tampa, Fla.

Progress in gaining access to public events is steady but not at all easy, according to the report of the freedom of information committee, headed by Julian Goodman, NBC Washington. He said RTNDA has strongly protested the American Bar Assn. report which continues the courtroom ban against radio-tv equipment [AT DEADLINE, Nov. 4].

These other developments were cited:

Refusal of the New York City Council to allow radio-tv coverage of its sessions; State Dept. relaxation of its ban against newsmen in Red China; RTNDA invitation to American Society of Newspaper Editors to prevent bad feeling between newspaper and broadcast newsmen, recalling the "Los Angeles rebellion" where newspapermen protested appearance of tv cameras at a news conference; adamant refusal of House Speaker Sam Rayburn to allow broadcast coverage of House committee proceedings.

Mr. Goodman found encouragement in a 1957 trend—"a healthy round of self-examination by our own members." Referring to a frank criticism of station newsroom operations made by Charles Shaw, WCAU Philadelphia [TRADE ASSNS., Sept. 23], he added this thought, "The committee feels that the central thought here—that we must continue to fight to raise our own



RTNDA *board members met Wednesday before the convention at Miami Beach opened. Front row (l to r): Bob Downey, WKAR E. Lansing, Mich.; Dick Cheverton, WOOD-AM-TV Grand Rapids, Mich.; Bill Monroe, WDSU-TV New Orleans; Ron Laidlaw, CFPL-TV London, Ont.; Jack E. Krueger, WTMJ-AM-TV Milwaukee. Back row (l to r): Harold Baker, WFGA-TV Jacksonville, Fla.; Ted Koop, CBS Washington, RTNDA retiring president; Ralph Renick, WTVJ (TV) Miami; Bruce B. Palmer, KWTV (TV) Oklahoma City; John Maters, WILS Lansing, Mich.; Bill Small, WHAS-AM-TV Louisville, and Nick Basso, WSAZ-AM-TV Huntington, W. Va.*

COLORADO JUDGE TAKES ISSUE WITH ABA

A special committee of the American Bar Assn. on Nov. 1 reported back to the ABA urging retention of Canon 35. That same day Colorado Supreme Court Chief Justice O. Otto Moore issued a personal statement sharply differing with the report's conclusions. KLZ-AM-TV Denver, subsidiary of Time Inc., took a sound-on-film statement from Justice Moore, using it both on radio and a television news program the night of Nov. 1. KLZ News has distributed copies of the filmed statement to the four other Time-owned stations and to the NARTB. A condensed version follows:

The full report of the seven-man committee appointed by the American Bar Assn., together with the abbreviated press release issued therewith, has been read and carefully studied by me. They leave me decidedly unimpressed.

In so far as the Rocky Mountain region is concerned I am very certain that the views expressed therein reflect the opinion of a very decided minority of the judges and lawyers of this area. Within the past two years every basic premise upon which the press photographer and the broadcaster have been arbitrarily excluded from many of the courtrooms of America has been exploded with such devastating certainty and finality as to be perfectly plain to most discerning minds, unless, to be sure, there is preconceived determination to arrive at the same old result.

With like certainty every major premise in the committee report has been convincingly demonstrated in Colorado to be without basis in actual fact. This report advocates retention of the absolute exclusion of all visual and sound reporting.

Since the Supreme Court of this state decided two years ago, after a full hearing, that the blanket exclusion of photography and sound recording of court proceedings was not justified, there have been numerous instances in which the correctness of that conclusion has been demonstrated in actual practice.

JUSTICE MOORE

Ten or twelve homicide cases have been tried in the district courts of Colorado in that time. They have invariably been matters involving wide public interest. Our capable district judges have had no difficulties whatever in dealing with a highly skilled group of media operators. There has been a spirit of cooperation between the press and the judiciary. The photographic reproductions have been in unquestioned good taste. Not one judge, not one witness, not one juror, not one district attorney, not one lawyer appearing in any of these cases has suggested that this visual reporting of the courtroom proceedings has in any degree whatever interfered with the search for the truth, or the ability of judge, juror, witness or attorney to function properly.

Hundreds of witnesses already are available in Colorado to testify from actual experience to the truth of their conclusions; but not one of them has been called by the powerful Bar Assn. committee. The gentlemen of the bar committee who fear a "detrimental psychological effect" of visual reporting should come down from the ivory tower of super - intellectualism and deal in realities. The theories which they expound in their report are not supported by the facts.

The constitutional guarantee of freedom of the press is not yet altogether dead. To enforce a blanket prohibition upon a substantial arm of the press would be to arbitrarily ignore the First Amendment.

As ABA officials get out the ink and pad and prepare the rubber stamp approval of the committee's report for use of the house of delegates, let them not be surprised when they ultimately learn that they do not express the opinion of the majority of the lawyers. It might be well for lawyers and judges, and even law professors, to wake up and live in the Twentieth Century.

standards while we fight for equal access—is a fundamental part of the RTNDA's rseponsibility."

Retiring President Koop's report listed three objectives of his administration—to strive for higher standards of radio-tv news reporting, writing and presentation; to acquaint the industry and the public with the importance, reliability and value of broadcast news, and to champion aggressively the cause of freedom of information.

He said RTNDA has come "within sight" of its goal of 500 members in the U. S. and Canada, and hoped the goal might be reached before the convention closed Saturday night. He voiced concern over objection of newspaper reporters to radio-tv coverage of news conferences, noting he has named a professional standards committee to work on the problem.

Mr. Koop emphasized the need of sending trained newsmen to cover events. "We cannot delegate news judgment to a piece of electronic equipment," he said. He recalled RTNDA is working with NARTB in preparing a news manual as a guide to station managers in taking fullest advantage of news programming. A vocational film is under way to serve as a career guide to students.

RTNDA Deplores Arrest Of Cameramen in Miami

Broadcast newsmen ran into what they considered a dramatic example of judicial prejudice last week as the Radio Television News Directors Assn. met Thursday-Saturday at the Balmoral Hotel, Miami Beach, Fla.

Stirred by the action last week of Dade County Circuit Judge Vincent C. Giblin, who arrested two tv cameramen and one still photographer in Miami, the association denounced this instance of what it felt was court bias against visual reporting and called for release of the arrested cameramen.

Three days of meetings devoted to elevation of professional news standards and freedom of access to public events got away to a dramatic start Thursday morning when Judge Giblin's action became known.

Judge Giblin barred photographers from taking pictures in public corridors during a rape case. After the action, however, he posed for photographers.

RTNDA promptly authorized adoption of a resolution that noted Judge Giblin had acted "at a time when RTNDA, which feels a responsibility for championing the people's right to know, was meeting in Dade County."

The association deplored this judicial act "of fencing off a considerable area beyond his courtroom as an area in which the people's right to know is suppressed." It said RTNDA "earnestly hopes that Judge Giblin will order the release of the arrested cameramen."

The two tv cameramen who must face Judge Giblin in court next Wednesday morning are Ben Silver, WCKT (TV), and Robert Brumfield, WTVJ (TV), both Miami.

After Judge Giblin issued his order Thursday morning, photographers flocked to the courthouse to violate the order. Nine were called into Judge Giblin's court. Only three said they knew about the order and had taken pictures of the rape defendant. Judge Giblin said it was apparent the three wanted to test his order and told them they could retain counsel for a Wednesday hearing. He had the bailiff seize their film.

"I have no desire to enter into any undignified controversy in this matter but I do intend to exercise my inherent power to see that proceedings are conducted in an atmosphere of dignity and decorum," Judge Giblin said. He said the defendant had stated he didn't want his picture taken. Three weeks ago his fellow jurist, Judge Stanley Milledge, struggled with a newspaper photographer outside his courtroom and broke the latter's camera. Judge Milledge had ordered photographers not to take pictures in the corridor.

CBS' STANTON GETS PAUL WHITE AWARD

- **Eight other awards presented**
- **Honors received at RTNDA Meet**

Frank Stanton, CBS president, received the second annual Paul White Memorial award for promotion of broadcast journalism at the Radio Television News Directors Assn. meeting at Miami Beach. The award was presented Saturday night at the annual banquet, which Mr. Stanton addressed.

Eight awards in the annual competition conducted for RTNDA by the radio-television department of Medill School of Journalism, Northwestern U., were presented Saturday. Mr. Stanton's honor was based on three achievements—leadership in editorializing; subscribing to the professional news standards fostered by RTNDA, and employment of professional newsmen who receive his support in their professional activity.

The first recipient of the Paul White award, created in honor of the late newsman who developed the original CBS news operation, was Hugh Terry, KLZ-AM-TV Denver. Mr. Terry was honored a year ago for his role in the Colorado State Supreme Court ruling that bucked the American Bar Assn. Canon 35 with its ban against broadcast coverage of trials.

The Northwestern U. competition was based on 41 entries from 24 states. The eight awards follow:

Television (top awards) — WFAA-TV Dallas for outstanding news story, coverage of Texas tornado, with special mention for camera work; Alex Keese, station manager, and Bob Tripp, news director; WBAP-TV Fort Worth for outstanding tv news operation; George Cranston, station manager, and James Byron, news director.

Television (distinguished achievement)—WCKT (TV) Miami for documentary on sex deviates; James M. Legate, station manager, and Charles Harrison, newsman; KTVT (TV) Salt Lake City for live coverage of prison riot, with telecast serving as force that broke up the riot; G. Bennett Larson, station manager, and Jack Goodman, news director.

Radio (top awards)—KCMO Kansas City for tornado coverage including rebroadcast of police radio reports and station's own service; E. K. Hartenbower, station manager, and Jim Monroe, news director; WHAS Louisville for outstanding radio news operation; Victor A. Sholis, station manager, and William Small, news director.

Radio (distinguished achievement)—WRCA New York for coverage of Benny Hooper, boy who fell in well; William Davidson, station manager, and Gabriel Pressman, news director; WCAU Philadelphia for radio news operation; Donald W. Thornburgh, station manager, and Charles Shaw, news director.

Judges in the radio-tv awards were William Garry, CBS Chicago; Edward Keath, KWK-TV St. Louis, and Edward Lambert, KOMU Columbia, Mo. Prof. Baskett Mosse, head of the Medill School of Journalism radio-tv department, Northwestern U., was chairman of the awards committee. Prof. Benjamin H. Baldwin, of Northwestern U., was secretary.

NEWS 'DEPTH' SOUNDED BY WHAS-AM-TV

Radio and television often are written off as news media of the moment, acknowledged specialists in spot but lacking in depth and long-term, thorough treatment.

But when a man in the electronic news business can leave his never-ending deadline long enough to defend himself, he'll reply that it's not necessarily so. And he'll cite broadcast stories-in-depth to prove it.

Such a case history is a job the news staff of WHAS-AM-TV Louisville, Ky., did on the Bullitt robbery (and is doing; the case has not been closed).

The Bullitt story ran a full year on the WHAS stations. At the end of that time, they had a series of film and tapes that told a full-dimensional story from every angle. This was attested when the electronic documentation was used by local officers, federal agents and lawyers for research on the case.

First break in the story came in 1956, when the stations found out the home of William Marshall Bullitt, local attorney and onetime U. S. solicitor general had been robbed of $100,000 to $275,000 in cash. At that time, WHAS and WHAS-TV newsmen gave the robbery full play, shooting film at the Bullitt home (the only on-the-scene film coverage, WHAS-TV says) and recording interviews with Mr. Bullitt and police officials.

Things were quiet then for nine months, as the search for a thief went on. But the WHAS stations didn't abandon it as news. Running checks were made and continuing stories were broadcast on police progress.

When the chase was nearly over, a tip enabled the stations to air an advisory item and have microphones and cameras at police headquarters when suspects gave their confessions Aug. 10 of this year. WHAS-AM-TV mobilized to give full play to a story that broke when Saturday newspapers were out and Sunday editions were several hours away. An extra crew was added to process film, edit tapes and write the drama of a chauffeur, who with his friends made off with the boss' money.

Running accounts were heard on radio from the WHAS staffer at police headquarters. WHAS-TV ran bulletins and by suppertime was ready with an eight-minute story with film clips and full details. Time was pre-empted on both stations to keep listeners and viewers abreast of developments.

Sunday, after police questioning of the accused, Bill Small, news director of WHAS and WHAS-TV, was credited with being first on hand to interview the group of accomplices. With jailhouse clatter for background, Mr. Small got the prisoners to tell how they found the Bullitt safe combination, about the planning of the robbery, motives and emotions involved.

Details were filled in from officials, the Bullitt family, lawyers and prosecutors. When a federal angle developed, WHAS stations were on the air with early word. A day after the confessions, WHAS ran a 30-minute documentary recapitulation with segments of interviews from the cell-block and law enforcement offices plus other developments to air time.

When the case came to trial, WHAS staffers were there. Direct courthouse reports were heard on WHAS, and WHAS-TV featured film shot outside the courtroom, reminding viewers that cameras could not go inside. The stations broadcast every trial development through the verdict of guilty.

But the story goes on. As defendants stand trial this month in Criminal Court, WHAS and WHAS-TV have greater freedom for film and recordings, thanks to years of cooperation between stations and court. Preliminary plans call for full film coverage and a 90-minute digest nightly on radio.

Such coverage, says Mr. Small, although costly and time-consuming, is not lost on listeners and viewers. "Extra work and extra sweat pay off when your audience knows that your station will be there first, and beyond that, will be there with the complete story." With a bow to the *Louisville Courier-Journal* and the *Times*, which own WHAS-AM-TV, he adds, "We'll never replace newspapers, but when it comes to the big story, we plan to give them a run for the money every time."

WHAS last week was honored for outstanding radio news (story this page).

Radio-Tv-Newsreelers Join Fight for Access

Radio-Newsreel-Television Working Press Assn., New York, last week lashed out at two quarters which it believes seek to withhold news and information.

In two separate letters, ABC commentator Julian Anthony and WRCA-AM-TV New York News Director Gabe Pressman attacked the recommendation by a special American Bar Foundation committee that American Bar Assn.'s Canon 35 be retained [TRADE ASSNS., Nov. 4] and charged the New York City Council with failing to act on its promise to reconsider its ban on allowing radio-tv newsreel reporters to cover council hearings. Mr. Anthony is president of the RNTWPA and Mr. Pressman heads the association's freedom of information committee.

Mr. Anthony wrote Charles S. Rhyne, American Bar Assn. president, that in arriving at its recommendation, the ABF committee had made no effort to secure "expert professional information" and that in its deliberations the committee had not asked for direct testimony from "any representa-

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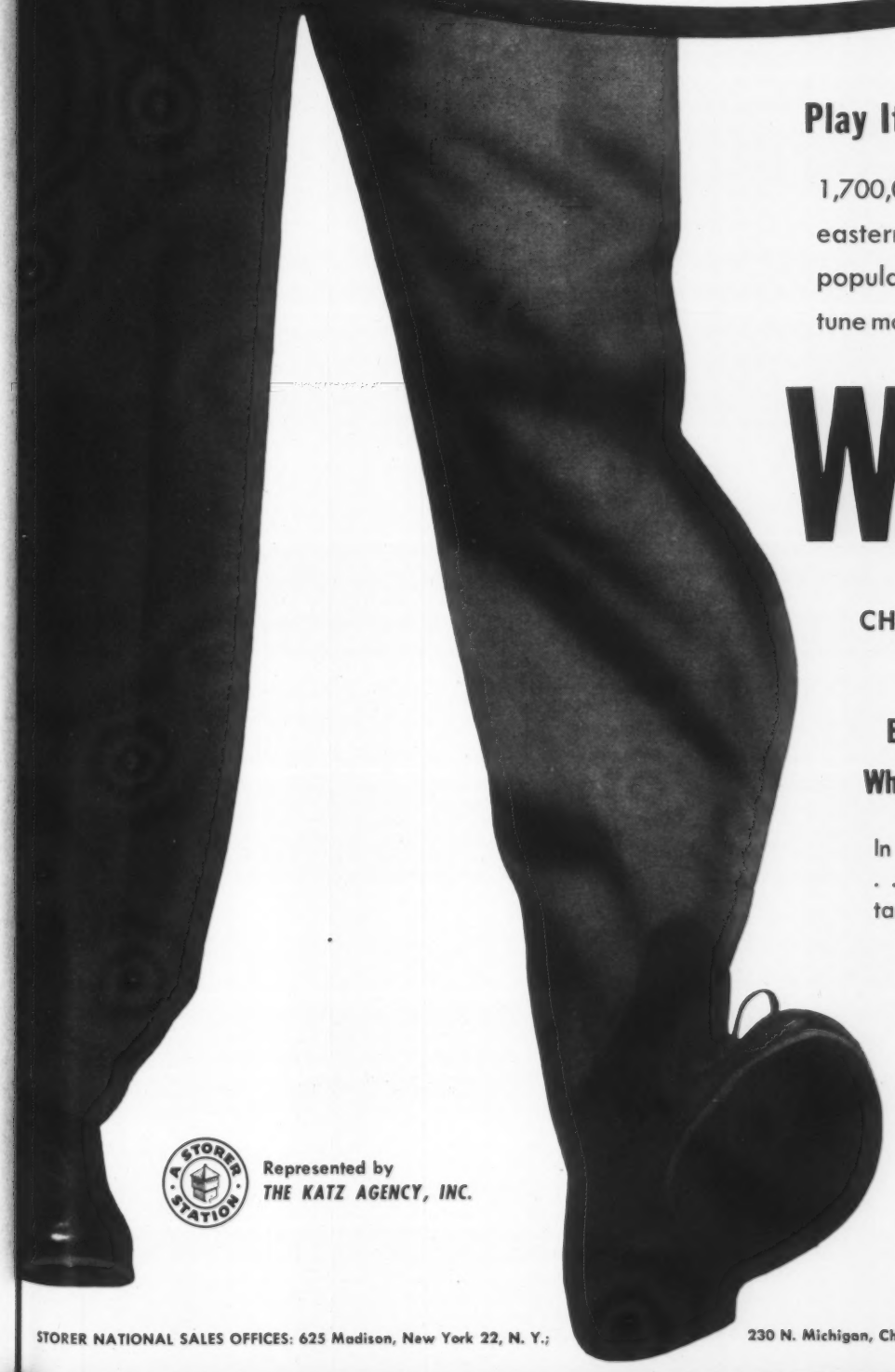

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tive of the broadcasting, television or photographic news profession." Describing the committee's recommendations as arbitrary, Mr. Anthony noted, "Under the circumstances, there is room for growing public consternation over the attitudes, moral and legal, of a group described as judges, lawyers and legal educators who appear to arrive at their judgments, decisions, or recommendations without granting a simple hearing to those primarily affected by their deliberations, in the interest of common justice and equity."

The RNTWPA "urges," Mr. Anthony concluded, that the ABA not "reach any conclusion on this vital and complex matter without considering direct representation from this association and others in the broadcasting, television and photographic news professions. . . ."

Earlier in the week, RNTWPA spokesman Pressman wrote Joseph T. Sharkey, vice chairman and majority leader of the New York City Council, and chastised him and his colleagues for failure to act on its own hearing of March 5, called to determine whether broadcast reporters should be allowed access to the council's hearings.

In September, Mr. Pressman said, the council was "reminded" of its obligation. But "from the silence of yourself and the council," the letter said, "it would seem that the council has pigeon-holed our request and intends to take no action at all. . . . (We) are shocked that the council . . . has failed to take a stand one way or the other on this vital public issue."

The association noted that several other city departments have allowed radio-tv-newsreel coverage of their sessions and that Mayor Robert F. Wagner had "wholeheartedly" endorsed broadcast coverage.

"We want you to know that failure on the part of the council to consider and vote on this issue will not result in the disappearance of the question of radio, newsreel and television coverage of council proceedings," the association declared.

"We do not intend to give up our campaign. Freedom of information is a principle dearly regarded by many Americans. . . . (It) cannot prevent its deliberations from being carried to the public via radio, newsreels and television and at the same time expect to maintain the support and confidence of the electorate."

Mr. Sharkey, who could not be reached earlier in the week because of his active role in the New York mayoralty election and who thereafter was "inaccessible," has not replied to Mr. Pressman's letter. But his counsel, Herbert I. Bayevsky, said he would reply for his client. Mr. Sharkey, maintained his attorney, represents only one council vote and such action as the RNTWPA seeks must be approved by all council members; furthermore, Mr. Bayevsky noted, the council earlier this year, in executive session, voted against allowing broadcast coverage of its hearings. But Mr. Anthony, when apprised of this, claimed to know nothing about this alleged action, and speaking in lieu of Mr. Pressman (on assignment in Florida last week) said, "I think they should have told us had such an action taken place."

Mr. Bayevsky recalled that at one time during the regime of the late Mayor Fiorello H. LaGuardia, WNYC New York, the municipal station, covered City Council hearings but this practice was discontinued years ago "because we found that council members felt obliged to speak even if they had nothing to say for the benefit of the radio audience. . . . Thus, the meetings lasted three times as long as they should have."

PRAISE FROM IKE

"Astonishing growth" has been achieved by Radio Television News Directors Assn. in the last few years, President Eisenhower said in a message of greeting to the RTNDA convention, held Wednesday-Saturday at Miami Beach, Fla.

"This is a splendid sign of the success of your service and provides assurance of continuing progress in the finest tradition of American journalism," the President said in a message addressed to Ted Koop, CBS Washington, retiring RTNDA president.

The president's recognition of the position of broadcast news in world affairs was emphasized by Julian Goodman, NBC Washington, chairman of the RTNDA freedom of information committee. He cited a statement by James C. Hagerty, presidential news secretary, in which the President was described as considering television "tremendously important" and deserving equality with all other media of public communication. The Hagerty statement took the position that the camera has the same right as the pencil at a news conference. Mr. Hagerty said the President shares this view and Mr. Goodman added, "It goes without saying that Hagerty's criterion would also apply to radio microphones."

Tv Code Review Board Plans To Discuss Tv Film This Week

Focus will be placed on tv film programming when the NARTB Television Code Review Board holds its quarterly meeting today (Monday) through Wednesday at Beverly Hills, Calif. The west coast site was selected because of the growing importance of syndicated film packages and a resultant desire of the code board to bring more production firms into formal relationship with the industry code.

The board plans its first formal session with the executive board of the Alliance of Television Film Producers at a luncheon meeting today. ATFP's 17 members were the first to become affiliate code subscribers earlier this year.

The Wednesday workshop session has been slated for affiliated producers, continuity acceptance executives of the networks and NARTB staff members. The application of the code's programming standards to filmed shows will be discussed.

A meeting with major tv film production firms not now code affiliates has been scheduled for Tuesday evening. NARTB President Harold E. Fellows will address that gathering.

Other agenda items include a report on staff monitoring since June, viewer complaints and comments, code promotion plans and a report on personal products advertising.

The NARTB staff also will submit a plan to provide subscribers with complete promotion kits, including sound film, slides, balops, mats and spot announcements. Kits will be available after Jan. 1.

Members of the Code Review Board are Chairman William B. Quarton, WMT-TV Cedar Rapids, Iowa; Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Richard Borel, WBNS-TV Columbus, Ohio; Roger W. Clipp, Triangle Stations, Philadelphia, and Donald H. McGannon, Westinghouse Broadcasting Co., New York.

Fellows to Address Engineers At Next Year's NARTB Sessions

NARTB President Harold E. Fellows will address the opening day luncheon of the Broadcast Engineering Conference during the association's 36th annual convention in Los Angeles next spring.

Mr. Fellows' talk and the engineering radio-tv agenda were among plans discussed by a BEC committee meeting in Chicago last week under chairmanship of Joe Epperson, WEWS (TV) Cleveland. The engineering conference is set for April 28-May 1, with formal NARTB convention and management activities slated to get underway the following day (Tuesday).

A management talk by Mr. Fellows April 30 (Wednesday) will be piped by closed circuit from the Biltmore to the engineering conference luncheon at the Statler Hotel. Aside from engineering sessions, opening day activities Monday will include non-agenda meetings as in past conventions. Management and engineering sessions will be held at the Biltmore and Statler, respectively.

The engineering conference has been set up along these divisional lines: (Monday morning)—radio; (afternoon)—television; (Tuesday morning)—joint general session; (afternoon)—radio; (Wednesday morning)—joint general session; (afternoon)—television; (Thursday morning and afternoon)—radio-tv. An FCC panel will be featured during the Wednesday morning joint general session.

The BEC committee, meeting at the Conrad Hilton Hotel Wednesday, also explored suggestions for technical papers to be presented at the convention. A. Prose Walker, NARTB engineering manager, reportedly has received good response from members and associate members on his letter inviting proposals.

Committee members attending last week's planning session, aside from Mr. Epperson, were Bill Grove, KFBC Cheyenne, Wyo.,

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If you want to SELL something in BUFFALO . . . Buy Spots or Segments on . . .

WGR *radio*

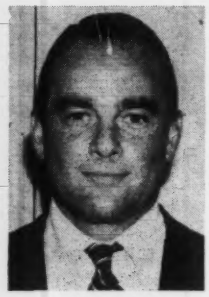
National Representatives:
PETERS, GRIFFIN, WOODWARD, INC.

and Jim Russell, KKTV (TV) Colorado Springs, Colo., serving as liaison between BEC and the NARTB convention committee, and the following: Jim Parker, CBS; Raymond Guy, NBC; Les Learned, MBS; John Leitch, WCAU Philadelphia; Max Bice, KTNT Tacoma, Wash., and Ray Pratt, WHO Des Moines.

NARTB staff members included Messrs. Fellows and Walker; George Bartlett, assistant to the engineering manager; Everett E. Revercomb, secretary-treasurer; John F. Meagher, vice president for radio, and Donald Martin, assistant to the president in charge of public relations.

Whisnand Named to Presidency Of Massachusetts Broadcasters

Roy V. Whisnand, vice president of Plough Broadcasting Corp. and general manager of WCOP Boston, was elected president of the Massachusetts Broadcasters' Assn. at its annual meeting Oct. 29 in Boston.



MR. WHISNAND

Named to serve with Mr. Whisnand were Bill Swartley, Westinghouse Broadcasting Co. vice president for WBZ-AM-TV Boston, MBA vice president; George Jaspert, WCCM Laurence, re-elected treasurer, and Larry Reilly, WTXL West Springfield, secretary.

Elected directors: John Hurley, manager, WNEB Worcester; Dick Adams, WKOX Framingham; Tom Gorman, manager, WEEI Boston; George Steffy, Yankee Network vice president for WNAC-AM-TV Boston, and Woody Tarlow, immediate past president of MBA and manager of WHIL Medford.

Holbrook Named to SCBA Post

Art Holbrook, 20-year veteran in radio-tv, who resigned as manager of WIBW-TV Topeka to enter the management consultant field on the West Coast, has been named managing director of Southern California Broadcasters Assn., effective Nov. 15. He succeeds W. J. Taylor, resigned. Mr. Holbrook for many years served the radio-tv properties of Capper Publications and was one of the founders of the Kansas Assn. of Radio Broadcasters.

North Carolinians Elect Jones

New officers of the North Carolina Assn. of Broadcasters were elected Nov. 1 at a meeting in Winston-Salem: president, E. Z. Jones, WBBB Burlington; vice president for radio, Jack Hankins, WELS Kinston; vice president for tv, Gaines Kelley, WFMY-TV Greensboro; directors, Richard Mason, WPTF Raleigh, J. Robert Marlowe, WGWR Asheboro and Robert Hilker, WCGC Belmont; director for tv, William Roberson Jr., WITN (TV) Washington. The spring meeting was scheduled for Southern Pines May 15-16.

RAB TO BOLSTER SALES SETUP

Plans to expand and strengthen Radio Advertising Bureau's sales techniques were approved by the RAB board of directors at a business-packed semiannual session in New York last Wednesday.

The board also:

- Re-elected Board Chairman Kenyon Brown, President Kevin B. Sweeney and other officers for another year.
- Approved a $450,000 budget for RAB operations in the first half of 1958.
- Authorized RAB executives to explore possibilities for the development of a radio advertising textbook for use in colleges and universities offering courses in radio [CLOSED CIRCUIT, Aug. 12].
- Approved expansion of National Radio Week into National Radio Month, subject to approval of the annual observance's co-sponsors [AT DEADLINE, Sept. 2].
- Endorsed a plan to conduct "sales barrages" among more than 1,000 regional advertisers and agencies early in 1958.

Under plans approved by the board, RAB management will conduct 60 individual sales clinics for member stations in all geographical sections during next March and April. This time, however, the clinics will be in two groups: half for large-market stations and half for those in small markets. Each group will receive presentations consisting of new material appropriate to the size and character of its market and facilities.

RAB's setup for selling to advertisers and agencies also was revised. In the past, members of the 11-man staff of national account executives have sold individually by product categories. In the future they will be reorganized into groups, each of which will make continuing sales presentations to related products categories—grocery products, confectionery, beverages and food chains forming one group, for example, and automobiles, auto accessories, motor oils, gasoline and automotive chain stores another. Officials said this reorganization is designed to take better advantage of the abilities of individual salesmen and also is expected to permit more efficient solicitation of chain retailers.

Re-elected, in addition to Chairman Brown—of KGLC Miami, Okla.—and President Sweeney, were John F. Hardesty, vice president and general manager; Sherril Taylor, vice president and promotion director; William B. McGrath, WHDH Boston, secretary; John S. Hayes, WTOP Washington, treasurer, and William L. Morison, assistant secretary-treasurer.

Approval of plans for presentations to 1,000 regional advertisers and agencies—located in 44 markets—will keep the RAB task force on the road extensively during the first 25 weeks of next year, officials reported. They said each advertiser and agency will receive a presentation tailored to his particular business and type of account.

The plan to convert National Radio Week into National Radio Month, officials said, resulted from a membership polling which showed 4 to 1 endorsement of the change. Presumably next May would be designated as National Radio Month, since it is in May that National Radio Week now is scheduled. The change is subject, however, to approval by the three other co-sponsors—NARTB, Electronic Industries Assn. and National Appliance, Radio-Tv Dealers Assn.

On hand for the meeting were officer-board members Brown, Sweeney, McGrath and Hayes, and Richard D. Buckley, WNEW New York; Charles C. Caley, WMBD Peoria, Ill.; John C. Cohan, KSBW Salinas, Calif.; Robert E. Dunville, WLW Cincinnati; Robert Eastman, ABN, New York; Frank P. Fogarty, WOW Omaha; Simon Goldman, WJTN Jamestown, N. Y.; Arthur Hull Hayes, CBS Radio, New York; George J. Higgins, KMBC Kansas City, Mo.; Alex Keese, WFAA Dallas; C. Howard Lane, KOIN Portland, Ore.; Elroy McCaw, WINS New York; Robert T. Mason, WMRN Marion, Ohio; Gilmore Nunn, WBIR Knoxville, Tenn.; John B. Poor, RKO Teleradio Pictures, New York; William E. Rine, Storer Broadcasting Co., Miami Beach; Don Searle, KXXX Colby, Kan.; Ben Strouse, WWDC Washington; Donald W. Thornburgh, WCAU Philadelphia; Allen M. Woodall, WDAK Columbus, Ga., and Adam J. Young Jr., Adam J. Young Inc., New York.

Absent were Joseph E. Baudino, Westinghouse Broadcasting Co., Washington; Edward Breen, KVFD Fort Dodge, Iowa; Matthew J. Culligan, NBC Radio, New York; Edward Petry, Edward Petry & Co., New York, and Paul Roberts, MBS New York.

It's Now Broadcast Pioneers; Group to Start Expansion Program

The Radio Pioneers has changed its name to Broadcast Pioneers to describe "more properly all fields of communication activities which the pioneers always have encompassed," according to an announcement today (Monday) by the organization's president, John Patt, who is president of WJR Detroit.

Mr. Patt said the Broadcast Pioneers will embark upon a program of expansion of membership and activities. Sol Taishoff, editor-publisher of BROADCASTING, has been named head of the membership committee, and Roy Harlow, local chapter coordinator. Mr. Harlow may be contacted at Broadcast Pioneer headquarters, 589 Fifth Ave., New York, for information on establishing new local chapters. Mr. Patt reported that a committee has been named to explore future projects, such as a permanent home for the pioneers' archives, the establishment of scholarships for the study of communications and a museum to house early-day and modern broadcast equipment.

Formed originally as the Twenty Year Club following a suggestion in 1942 by Dr. H. V. Kaltenborn at an NBC dinner marking his 20 years in radio, the club was reorganized and renamed the Radio Pioneers club in 1947. Local chapters are in New York, Philadelphia and Washington and additional chapters are being formed in Los Angeles, Detroit, Cleveland and other cities.

In Louisville -

the more you compare balanced programming,
audience ratings, coverage, or costs per thousand—
or trustworthy operation—the more you'll prefer

WAVE Radio
WAVE-TV

LOUISVILLE
NBC AFFILIATES
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES

WFIE-TV, Channel 14, the NBC affiliate in Evansville,
is now owned and operated by WAVE, Inc.

LIVELY TALKS MARK BPA MEETING

- **Audience promotion, merchandising emerge as main concerns**
- **315 attend organization's second get-together in Chicago**

Audience promotion problems and station-agency-client merchandising relationships emerged as the liveliest topics at the Broadcasters' Promotion Assn.'s second annual convention-seminar in Chicago.

All facets of broadcasting, including film syndicators, came in for their share of knuckle-rapping during the Nov. 1-2 sessions at the Hotel Sheraton. Registration reached 315, including delegates from the sales representative, film distributor-production, agency-client and public relations fields.

Elliott W. Henry Jr., ABC Central Div. director of advertising, promotion and publicity, was elected president, succeeding David E. Partridge, advertising and sales promotion director of Westinghouse Broadcasting Co. (story, page 50). BPA delegates voted to hold their 1958 convention-seminar in St. Louis probably in November.

A friendly controversy over station promotion cooperation with agencies, clients and film distributors was sparked in the final Nov. 2 session by John F. Hurlbut, WFBM-AM-TV Indianapolis, and Alton Farber, assistant manager of public relations, J. Walter Thompson Co., Chicago, along with his assistant, Bill Bennett.

Mr. Hurlbut pointed out broadcasters and the agency sponsor are mutually interested in greater audiences, commercial exposure and sales results.

"Remembering that the advertiser has bought our facilities to reach people, it is only natural that he is interested in reaching just as many people as possible," he asserted. "We broadcasters, too, are interested in high program ratings. This, then is a common objective—shouldn't both of us be interested in doing something about attaining those maximum ratings? Is it right for our advertising partner to demand that only we broadcasters exert all the effort to woo the public? Cannot more effective results be achieved if we work together in promoting the maximum audience for the program in question?"

Mr. Hurlbut cited Sindlinger studies as proof that radio-tv are basic media and dominate public attention, and questioned whether "the advertiser simply should be satisfied with his agency asking us for courtesy announcements at the start of a program campaign, or should he do something about making those announcements more effective?"

While many agencies, clients and film syndicators "believe in cooperative promotion effort with broadcasters," Mr. Hurlbut acknowledged, there's room for improvement. When a campaign starts, the sponsor and agency should prepare complete kits, including film trailers, for station use and should follow through with a "flow of usable material," he felt.

Mr. Hurlbut charged that the area of "talent exploitation" is "almost 100% overlooked" in the industry and felt it could learn "valuable lessons" from motion pictures. "Stations could do a great deal of local exploitation of radio and television stars, if such stars were available for such local exploitations," in personal appearances or for spot announcements, particularly in key markets, he said.

Messrs. Farber and Bennett explained JWT's Chicago broadcast exploitation service and stressed that the promotion manager is the key to the success of any agency. The agency must aid the client and help promotion, they emphasized, supplying promotion kits as a basic function. Networks have neither the time nor money to produce a wide range of material for clients, it was pointed out. They also reported on a Chicago survey by JWT tending to disprove the theory that station promotion managers promote local shows more than network properties. Mr. Farber noted that JWT in Chicago has pioneered in broadcast exploitation for such clients as Seven-Up Co. *(Zorro, Soldiers of Fortune)*, Dr. West and other clients and has set up a stations relations department (with Geri Litvak as director). Its activity on station promotion contests has been "low-pressure," he emphasized.

NEWLY-ELECTED *BPA President Elliott W. Henry Jr. (l) accepts congratulations from David E. Partridge, outgoing president.*

A question-and-answer period brought out complaints that tv stations in some instances failed to receive promised advance promotion material on feature films, and that distributors in others have been slow to furnish promotion material on syndicated properties. Syndication representatives present protested these inferences, claiming material is available on request.

James Hanlon, public relations manager of WGN-AM-TV Chicago, an independent station, suggested in a floor comment that "the time to prepare such material is in advance, not when 26 films are in the can."

A previous merchandising panel Saturday included Paul Woodland, WGAL-TV Lancaster, Pa., as moderator, and Haywood Meeks, WMAL-TV Washington, D. C.; Robert R. Kenney, WMT-TV Cedar Rapids, Iowa; Bert Downing, KYW Cleveland; H. Keith Wilson, WTTV (TV) Bloomington, Ind., and William P. Davey, KSTP-TV Minneapolis-St. Paul. They debated merchandising as a "red ink invader or a bugaboo," demands for equal support among clients, staffing requirements and such aids as window streamers, displays, letters, post cards and personal contact.

Some trains of thought:

Mr. Meeks—Personal contact is important. . . . Stations should not be expected to merchandise for all timebuyers. . . . Jumbo cards are preferred aids.

Mr. Kenney—Not all merchandising benefits the buyer. . . . The station can hit the payoff by adding another permanent account. . . . There's a yardstick, "the more he buys—the more we'll do for him."

Mr. Downing—Effective merchandising moves the product, aids the station, builds prospective clients and betters the situation for additional advertising with the station.

Mr. Wilson—Because a station may not use merchandising aids does not mean it should be shunned by prospective clients and agencies. The client spending the most dollars has more of an opportunity for merchandising on any given station. But for prospective clients exceptions are made to open bigger revenues. . . . Plans for merchandising should be done with the national sales manager, local sales manager, or both. . . .

Mr. Davey—If used by the stations properly, merchandising aids can be useful in promoting the station as well as the sponsor. . . . Some accounts buy the merchandising and not the station's time.

The convention-seminar opened Nov. 1 with a welcoming address and report by Mr. Partridge and election of a nominating committee for 1958 officers and directors. He reported BPA now has 207 members (173 voting; 21 associate from allied fields, and 13 affiliate, or those from organizations already represented in the voting category). BPA participation in promotion bulletin efforts and its opposition to promotion managers contests were reviewed, along with its objectives of furthering recognition and extension of broadcast promotion, increasing the effectiveness of its personnel, and assisting broadcasters to acquire competent promotion personnel.

James Kiss, WPEN Philadelphia, at the opening trade paper advertising session, suggested basic management conferences with program, sales and promotion personnel and utilization of "showmanship" in copy and art work. Trade paper advertising doesn't sell itself, he cautioned, but establishes the station's identity and paves the way for sales.

The opinion that too many trade ads look alike and that messages should be made forcefully, creatively and simply was put forth by Jeffrey A. Abel, radio director, Henry J. Kaufman & Assoc., Washington, D. C. He felt there is little relationship between station call letters and brand impulse and there is "little or no impulse buying." Ads should create a favorable impression on timebuyers so they'll remember them when the time to buy arrives, he said.

Frank Brady, Cohen & Aleshire Inc., N. Y., called for original and uncomplicated ads, claiming too many have little recall or identification. A study by his agency showed that marketing, programming and ratings rank in that order of data preference among account executives, while programming, ratings and station personalities top timebuyers' lists. Merchandising data ranked fifth among account people and last for buyers, while personality endorsements were far down both lists.

Jack Dorr, WBNS-TV Columbus, reviewed his station's use of general publications *(New Yorker* and *Fortune)* and sug-

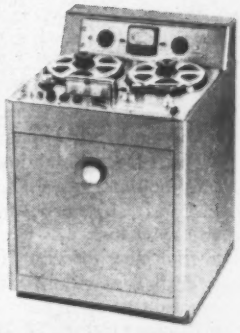
Are you taking advantage of AMPEX DIRECT-TO-CUSTOMER SERVICE?

HERE IS HOW YOU BENEFIT:

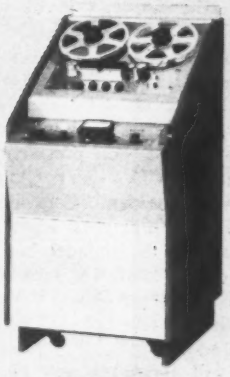
- New application ideas, practical and tested
- Complete product and installation information
- Custom products tailored to your individual needs
- Personal contact with Ampex Research, Engineering and Production

AVAILABLE DIRECT FROM AMPEX

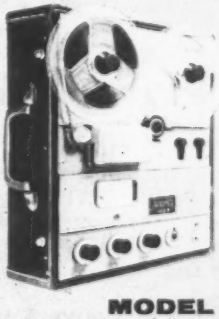
VIDEOTAPE RECORDERS
sold only direct



MODEL 300 sold only direct



MODEL 350



MODEL 601

Available only direct — Automatic programming systems, tape duplicators, and custom-engineered products.

AMPEX CORPORATION

854 CHARTER STREET, REDWOOD CITY, CALIFORNIA

professional products division

ATLANTA, TRINITY 4-0736
CHICAGO, TERRACE 3-7050
DALLAS, LAKESIDE 6-7741
LOS ANGELES, OLIVE 3-1610
NEW YORK, N. Y., PLAZA 3-9232
SAN FRANCISCO, EMERSON 9-1481
WASHINGTON, D. C., JUNIPER 5-8270

gested merchandising via trade publications to sell "smaller specifics."

The luncheon speaker was Ben H. Wells, vice president in charge of advertising and sales, Seven-Up Co., St. Louis [AT DEADLINE, Nov. 4].

The session devoted to on-the-air promotion included Gene Godt, WCCO-TV Minneapolis, as moderator; Alice Koch, KMOX St. Louis; William Walker, WFGA-TV Jacksonville, Fla., and William J. Kaland, national program manager. Westinghouse Broadcasting Co. A second panel on sales presentations comprised Charles A. Wilson, WGN-AM-TV Chicago, as chairman; Harry Wilber, WBBM Chicago; Tom March, WWCA Gary, Ind.; Dick Hodgson, executive editor, *Advertising Requirements*, and Don Smith, education and personnel department, International Harvester Co., Chicago.

Miss Koch stressed the importance of on-the-air promotion on the same plane with that of the advertisers' own campaigns, and recommended localized announcements, along with integration of personalities and community interests and cross-promotion of network shows. Mr. Walker suggested "using your own medium and facilities" for major promotion efforts.

Mr. Kaland cited what he called "fumbling, mumbling spots" and the concept of "Programotion" designed to make such announcements more entertaining, with emphasis on imagination and basic creativeness.

Low-cost, impact-making techniques for sales presentations were reviewed by International Harvester's Mr. Smith. Mr. Wilber said many broadcasting salesmen are inexperienced in the sales of intangibles and said many have a "seeming apathy" to the use of sales aids.

Mr. March described the problems of WWCA Gary, whose coverage area is overshadowed by major city stations and whose facilities serve as a jumping-off or turnover point for "raw material."

Examples of effective and low-cost direct mail pieces were delivered by Mr. Hodgson.

Henry Named President At BPA Business Meet

Elliott W. Henry, Jr., director of advertising, promotion and publicity at ABC Central Div. (WBKB [TV] Chicago), assumed the reins of the Broadcasters' Promotion Assn. immediately upon his election as 1958 president at its closing convention business session in Chicago Nov. 3.

Mr. Henry, who served as 1957 convention-seminar chairman, has been associated with ABC 14 years. He has headed its central division advertising-promotion-publicity department since the merger of the network with United Paramount Theatres and formation of American Broadcasting-Paramount Theatres Inc. early in 1953. He succeeds David E. Partridge, advertising and sales promotion manager of Westinghouse Broadcasting Co.

Re-elected were Charles A. Wilson, WGN-AM-TV Chicago, first vice president, and Montez Tjaden, KWTV (TV) Oklahoma City, second vice president. Four new directors named for three-year terms were James M. Kiss, WPEN Philadelphia; Kenneth N. McClure, WMBR-TV Jacksonville, Fla.; Ed Morrissey, KIMA-AM-TV Yakima, Wash., and John F. Hurlbut, WFBM-AM-TV Indianapolis, Ind.

Mr. Henry will appoint a new paid secretary-treasurer to succeed Ellen M. Johansen, Westinghouse Broadcasting Co. Robert Moran, WBEL Beloit, Wis., was elected by the board to fill the unexpired two-year term of Joe Zimmerman, now general manager of WLBR-TV Lebanon, Pa., and formerly with WFIL-AM-TV Philadelphia.

Mr. Henry's election was unanimous, although his candidacy reportedly was contested by three others who sought the nomination.

Mr. Partridge was lauded in a BPA resolution, which noted he "undertook and successfully executed the varied, complicated and often frustrating task of presiding . . . in its initial and crucial year." Miss Johansen also was commended, along with her assistant, Hilda Woehrmeyer.

Other resolutions praised the radio-tv trade publications for their "contributions," including joint sponsorship of the pre-banquet reception Nov. 1; industry segments (Westinghouse Electric Corp., Westinghouse Broadcasting Co., CBS and RCA) which contributed attendance prizes; the efforts of the convention-seminar chairman and entertainment committee, and radio-tv station managers for their "faith in the concepts and future" of BPA.

The new BPA board will study five recommendations of its projects committee, headed by Mr. Hurlbut, for maintenance of display and hospitality quarters at the 1958 NARTB annual convention in Los Angeles; a series of proposed regional BPA meets; annual "Broadcast Promoter Award"; a basic sell ("Broadcasting is Basic") campaign, and a BPA scholarship. A motion was adopted for a steering committee to discuss 1958 activities and budget requirements.

Named during the business session was a 1959 nominating committee (for the 1958 convention in St. Louis) comprising Gene Godt, WCCO-TV Minneapolis-St. Paul, as chairman; Howard W. Meagle, WWVA Wheeling, W. Va., and Burt Toppan, WTVJ (TV) Miami. The 1958 nominating unit included Paul Woodland, WGAL-AM-TV Lancaster, Pa., as chairman, and Miss Tjaden and Mr. McClure.

BPA elects four new directors for three-year terms at each convention, maintaining the original rotation of four each for one-, two- and three-year terms. Holdover directors are Bruce Wallace, WTMJ-AM-TV Milwaukee; Haywood Meeks, WMAL-TV Washington; Roy C. Pedersen, WDAY-AM-TV Fargo, N. D.; Sam Elber, WERE Cleveland; Gene Godt, WCCO-TV Minneapolis-St. Paul; Marion Annenberg, WDSU-AM-TV New Orleans, and Joe G. Hudgens, KRNT-AM-TV Des Moines. Mr. Wallace was chairman of the resolutions group; Dorothy Sanders, WLWD (TV) Dayton, Ohio, of the convention site committee, and John Keys, WMAQ-WNBQ (TV) Chicago, of the entertainment unit.

Sigma Delta Chi Convention Opens Wednesday in Houston

Annual convention of Sigma Delta Chi, national journalistic fraternity, opens this Wednesday at the Shamrock Hilton Hotel in Houston. Sessions will run through Saturday when election and installation of new officers for the coming year will take place.

A panel discussion on the problems of developing professional talent in journalism is scheduled for the afternoon of the first day. The panel, presided over by Edward Lindsay, Decatur, Ill., will include James Byron, news director for WBAP-TV Fort Worth, and Robert Cavagnaro, San Francisco AP executive. The latter two are SDX vice presidents.

On Thursday, Jake Q. Mahaffey, editor of the *Texarkana Gazette* and *Daily News*, will be speaker at the awards luncheon. Don Martin, NARTB public relations chief and a member of the 1957 historic sites committee, will report on the project to mark the home of the late H. L. Mencken.

Charles E. Wilson, president of the People to People Foundation and former president of General Electric Co., will address the Friday banquet.

John T. Jones Jr., president of the *Houston Chronicle* (KTRH and KTRK-TV) is convention chairman. Arthur Laro, executive editor of the *Houston Post* (KPRC-AM-TV) is president of the Texas Gulf Coast Chapter which is host chapter for the convention. Sol Taishoff, editor and publisher of BROADCASTING, is SDX national president.

Farm Directors' Sales Effectiveness Cited

An all-out campaign to put a better focus on the farm broadcasters' effectiveness in selling for the advertiser gets off the ground this month. Bulwark of the first phase is one of the more comprehensive and revealing studies of the American farmer's listening and viewing habits. The findings, released by the National Assn. of Television & Radio Farm Directors, are contained in special brochures and separate radio and tv slides.

First full scale showing will be Nov. 29 in Chicago at the NATRFD's annual convention. Advertisers, radio and tv station managers have been invited to the session. Members of the 11-man committee which compiled the information will be on hand.

The presentation, entitled "Is Your Farm Advertising Balanced for Best Results?", emphasizes these points:

- Cash farm income during 1956 was $30.9 billion. Another $6.7 billion of non-farm income raises the farmers' total income to $37.6 billion.
- American farmers in one year spent $22.1 billion to keep their farms operative. Another $15.7 billion went for family living expenses.
- The daily contact of the radio-tv farm

Detroit's Torch Drive and **WWJ-TV**
. . . both built by

BELIEVABILITY

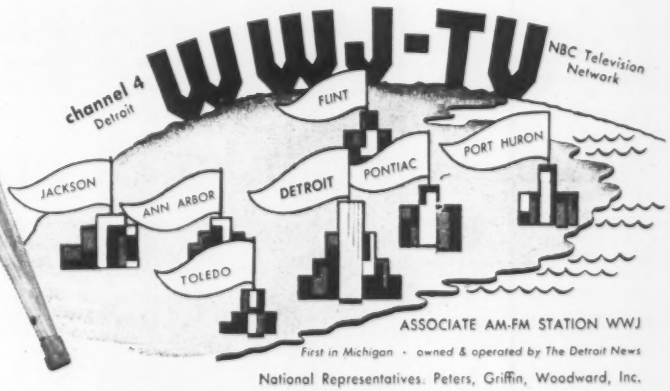
Annual torch lighting ceremony in downtown Detroit sends 70,000 volunteers into action. This year's goal: $16,350,000.

RENE JOHNSON . . .
1957 Torchlighter

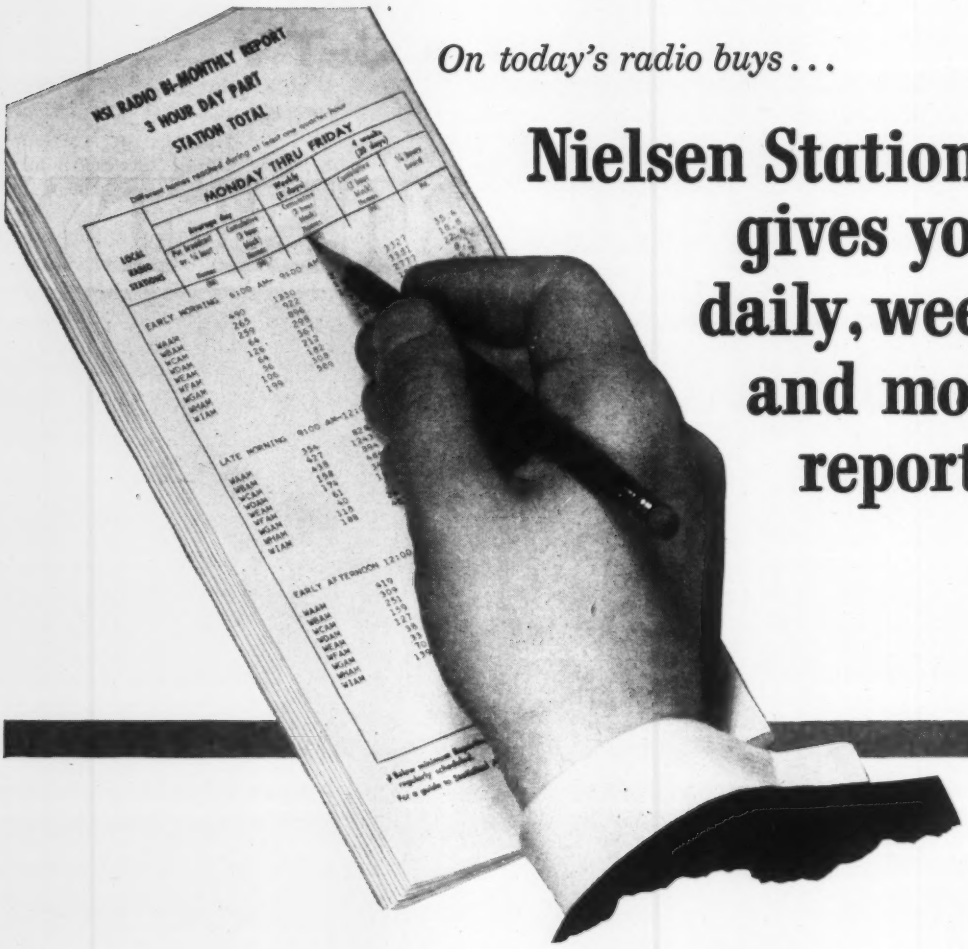
With "Give Once for All" as its rallying cry, the United Foundation Torch Drive has won the faith and support of all Detroit—and has set a national pattern for efficient, economical financing of private health and community services.

Faith in WWJ-TV is another notable Detroit characteristic—faith engendered by WWJ-TV's acknowledged leadership and emphasis on quality in every phase of television.

That's why seeing *is* believing to the great WWJ-TV audience —a priceless advantage to every advertiser.



ASSOCIATE AM-FM STATION WWJ
First in Michigan · owned & operated by The Detroit News
National Representatives: Peters, Griffin, Woodward, Inc.



On today's radio buys . . .

Nielsen Station Index gives you daily, weekly and monthly reports!

▷ **on broad time blocks—morning, afternoon, evening**
▷ **on weekly time-period strips***
▷ **on individual quarter hours***

Whether the radio buy is a spread of participations or a single time period . . . whether it's a continuing schedule or a one-time-only . . . the radio audience facts you need on your market are reported in all their dimensions in the

NSI BI-MONTHLY RADIO REPORTS

A reminder: When total reach of each station is the prime consideration, the NSI Station-Total Audience data provide the answers. When competitive impact or concentration on the heart of the market is your goal, the NSI Metro-Area Ratings meet your specific needs. The Nielsen Station Index reports all the foregoing dimensions *both ways*.

*Similar tv audience data in the same markets are reported in the NSI Tv Reports.

Nielsen Station Index a service of the **A.C. Nielsen Company**

2101 Howard Street, Chicago 45, Illinois—HOllycourt 5-4400

Call . . . wire . . . or write today for all the facts

Chicago 1, Illinois
360 North Michigan Avenue
FRanklin 2-3810

New York 36, New York
500 Fifth Avenue
PEnnsylvania 6-2850

Menlo Park, California
70 Willow Road
DAvenport 5-0021

7395

COWS-PER-THOUSAND

Madison Avenue yardstick men, steeped in the tradition of precise and detail media measurements, may have learned a new twist from the newest presentation of the National Assn. of Television & Radio Farm Directors (story, page 50). In it, NATRFD reports on a major farm advertiser who figured his costs down to "cows per spot." Taking the number of cows in the coverage area of each of the 11 stations carrying his spot, the sponsor divided the cost of one spot into the number of bovines. For example, he found that station A had 517,576 cows in its area, and at a cost of $42.50 per spot, this meant 12,178 cows "per one spot dollar expended."

directors with farmers, agricultural specialists and the directors' awareness of farm problems has established farm directors as persons of believability and trust in the farmers' eyes.

• Radio listening per week by the average rural and village family amounts to 17 hours, 5 minutes per week. This compares to the average of 16 hours, 44 minutes in all U. S. homes.

• Farmers spend more time with radio than any other medium.

• Tv sets were owned by 65% of the farmers as of August 1957.

The NATRFD presentation was prepared by a sales promotion committee composed of Jerry Seaman, Bert S. Gittins Advertising, Milwaukee; Bob Stephens, KFYO Lubbock, Tex.; Dix Harper, Aubrey, Finlay, Marley & Hodgson, Wheaton, Ill.; Forrest Blair, Edward Petry & Co., Chicago; Larry Haeg, WCCO Minneapolis; Delbert Rucker, National Plant Food Institute, Washington, D. C.; Jack Stratton, WKY-AM-TV Oklahoma City; John Bradshaw, John Bradshaw & Associates, Toronto; Don Lerch, Don Lerch Jr. & Co., Washington; Bob Parker, WBAY-AM-TV Green Bay, Wis., and Mal Hansen, WOW-AM-TV Omaha.

The committee engaged Donald Lerch Jr. & Co. which specializes in agricultural affairs to compile the information. Production on the brochure was by Bert S. Gittins Advertising. Cost was paid for through the NATRFD and Allis-Chalmers Mfg. Co. through the cooperation of Charles Karr, sales promotion manager.

MRIA Names Altshuler Director

The Magnetic Recording Industry Assn., New York, a national organization of tape recorder and tape recording equipment manufacturers, announces the appointment of Edward A. Altshuler as its managing director. The association also reports that it plans to establish new national headquarters at 6234 Scenic Ave., Los Angeles.

Mr. Altshuler heads the Los Angeles management consultant firm of Altshuler & Co. He formerly was national marketing manager of American Electronics Corp.'s tape recording division and chairman of the MRIA public relations committee.

FILM

AAP CONSIDERING NEW 'POPEYES'

The "Popeye" revival made possible by tv may result in the production of new cartoons featuring the jaunty sailor man, it was learned last week.

As yet, plans for new production are very much long range and, should production prove to be a non-profitable venture, the blueprint will be scrapped.

AAP Inc., which distributes the cartoons, has been successful in both its Popeye sales and merchandising activities. Its exploration in new Popeye production will be slow and meticulous. Officials will be concerned with such things as quantity (Paramount, for example, produced only 8-12 Popeyes per year), cost of production, and related problems, such as a method for rotation of prints. AAP now distributes a package of 234 Popeye cartoons for which it acquired the tv rights last year from Paramount Pictures Corp. and King Features for $2,225,000. AAP at that time obtained options for new production.

While plans still are not firm, AAP probably would attempt to franchise one station in each market, presenting that outlet with exclusive Popeye programming, merchandising and marketing as well as expected sponsorship. New production would be in color and full animation.

AAP has sold the series in about 88 markets. Of these, 28 stations participate in its merchandising plan, a unique arrangement offering three types of participation or merchandising "packages" tailored to give the station a return or share of the profit (for details, see FILM, Aug. 12).

This is what has been happening in AAP's merchandising activity—both current developments and future plans:

• The merchandising unit now is a separate entity from AAP Inc. and a subsidiary of Associated Artists Corp. The new company is called Associated Artists Enterprises Inc. Paul Kwartin, who has headed the merchandising activity since its inception, is executive vice president of AAE; Marguerite Blaise is assistant director of merchandising, and Peter Cook is manager of station relations. Object of the new entity: maximum exploitation of character merchandising.

• Popeye cartoons so merchandised are merely the beginning. The next step for the merchandising company—which works with toy and children's clothing manufacturers to exploit the cartoon characters made famous via AAP's tv distribution—will be other film properties distributed by AAP. Characters such as Bugs Bunny, which appears in Looney Tunes (acquired from Warner Bros. and distributed to stations), soon will come into the merchandising orbit, eventually to be followed by features AAP distributes.

• At the same time, AAE is looking to foreign exposure of AAP packages to pave the way for merchandising activity abroad. Merchandising plans for Great Britain with cooperation of King Features (for Popeye cartoons) have been completed. King Features is the character copyright owner for Popeye as is Warner Bros. for the Bugs Bunny and other Looney Tunes characters. This also will lead to merchandising in Canada, according to current blueprints.

• For the first time, AAE and King Features are moving to the food sponsorship factor: that is, Popeye food items. First of these is Popeye peanut butter to be marketed by Sussex Foods Inc., New York, which will buy time on stations showing the Popeye cartoons. A premium tie-in will be used.

• The first new balloon in six years in the famous Macy's Thanksgiving parade will be a 55-foot-high replica of the Popeye doll now merchandised by AAE. Goodyear Tire & Rubber Co.'s Aircraft Division spent 3½ months constructing the balloon at two plants, in Phoenix and Akron. The largest balloon in the parade (an estimated 40 million people see the parade which is telecast on NBC-TV Thanksgiving Day), Popeye will be filled with helium and guided down Broadway by 42 men at ropes attached to the mammoth airborne "float." Invested in this project alone: an estimated $35,000 by Macy's and AAE. Macy's now has a permanent "Popeyeville" on the fifth floor of its downtown New York store. WPIX (TV) New York will have a merchandising tie-in with both AAE and the store (WPIX telecasts Popeye in New York).

• New Popeye items have been added to a list that in mid-summer easily totaled some 50 articles.

Three Organizations Join To Make Industrial Tv Films

Warner Bros., William Morris Agency and Heyward-Wilkes, writing-production company for films for industry, are pooling their resources in an association for the creation, production and exploitation of motion pictures for the use of industrial concerns on tv, at sales and trade conventions and for educational and public relations purposes.

The terms of the agreement call for Warner Bros. to provide the full production facilities of its studios in Burbank, Calif.; William Morris to help coordinate the activities of the film production units with the industrial companies, and Heyward-Wilkes to

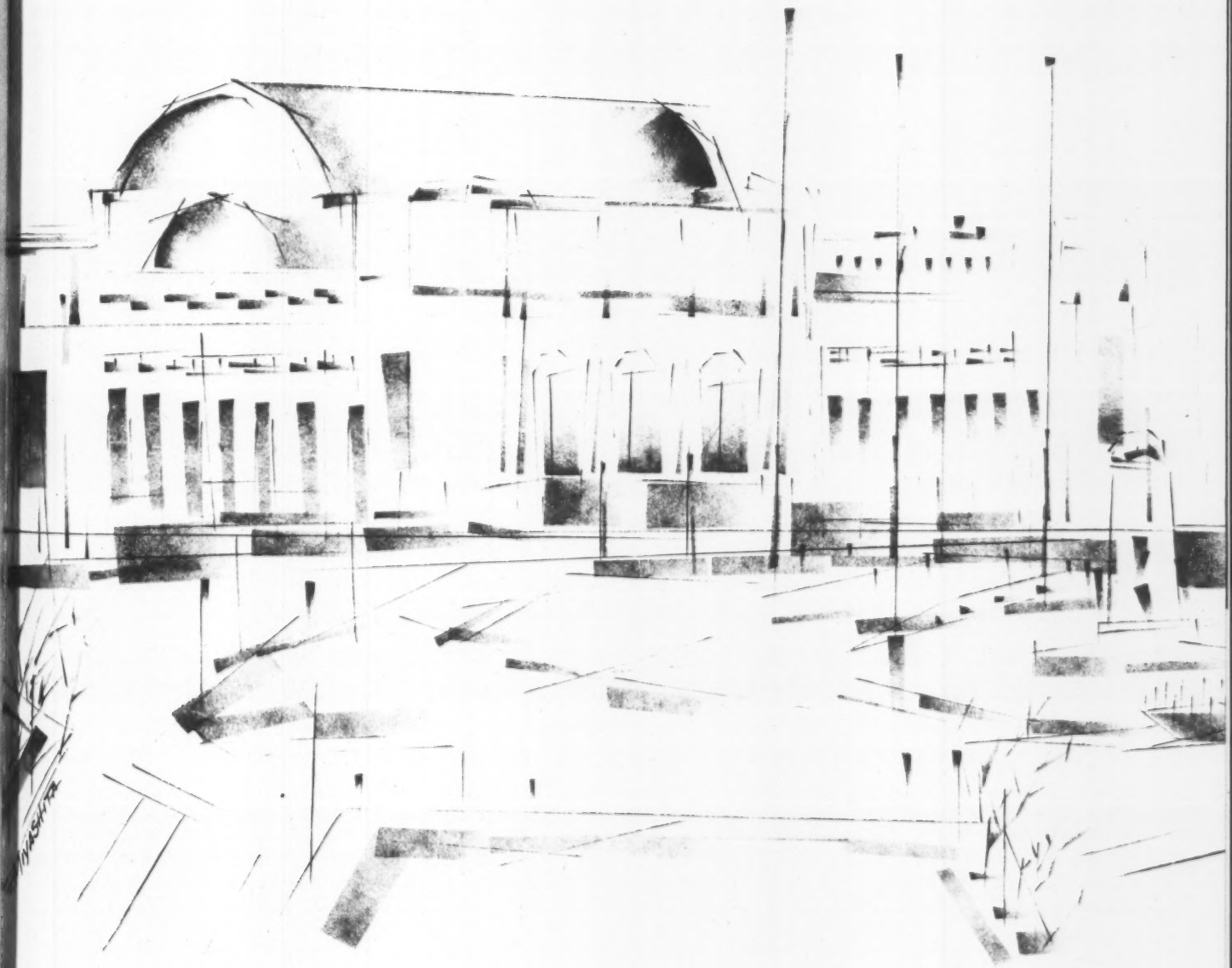
KNOWS NO BOUNDS

Although Macy's department stores in the New York City area figure heavily in AAP-Popeye promotions, the store demonstrations are in various other cities around the country. For example: Bamberger's in Newark, N. J.; Jordan Marsh in Miami; Wanamaker's in Philadelphia; Food Fair (supermarkets) in the Lebanon, Pa., and Philadelphia areas; May Co. in Denver; J. C. Penney stores in Huntington; Everybody's Department Store in Fort Worth; Lit Bros. in Philadelphia; Malley's in New Haven, and Phillips Department Store in Omaha.

UNION STATION PLAZA :

one of a series of impressions
of Washington by T. Miyashita
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales



UNION STATION PLAZA

by T. Miyashita
Fifth of a series of impressions of Washington
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division
Reprints of this series available on request.

supply the creative talents needed for the production of films for industry.

Establishment of the combination of entertainment industry resources for the service of manufacturers, called the first of its kind, was announced Thursday by Jack L. Warner, president of Warner Bros., Abe Lastfogel, president of William Morris Agency, and Nat Wilkes, president of Heyward-Wilkes.

Eells Appointed Exec. V. P. Of United Artists Tv Inc.

Bruce G. Eells, vice president of national and syndicated sales in the western and central divisions, Television Programs of America, has been appointed executive vice president of United Artists Television Inc., the recently-formed UA subsidiary. Announcement of Mr. Eells' appointment was made Wednesday by UA President Arthur B. Krim.

MR. EELLS

Mr. Eells will head the tv production activities of the studio, the exact nature of which has not been announced [FILM, Nov. 4]. He also will take charge of the company's syndication of post-1948 theatrical films. Tv Sales Director John Leo will report to Mr. Eells.

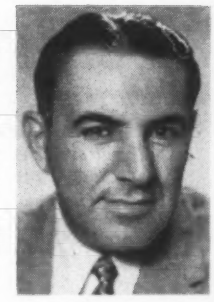
Official Films Reports Record Sales, Earnings

Official Films Inc., New York, has reported record sales and earnings for the company for the fiscal year ended June 30, during the company's annual meeting of stockholders. Sales were listed at $6.5 million as compared with $6.1 million in the previous period and earnings at $983,000, equal to 16 cents per share on 2,644,000 shares, as compared with $908,000 (also equal to 16 cents per share) last year on 50,000 less shares then outstanding.

Harold L. Hackett, chairman and president of Official, told stockholders that one important yardstick of the company's growth since 1954 is the large increase in the number of its properties. Today, he said, Official distributes 27 series totaling 1,319 half-hours as against five series covering 129 half-hours in 1954.

Official's major departure this season, he said, was to offer stations three new series on a syndicated basis, contrasting with the company's previous practice of servicing stations with re-runs of programs originally carried on networks. New series are *Sword of Freedom*, starring Edmund Purdom; *Decoy*, starring Beverly Garland, and *The Big Story*, starring Burgess Meredith.

Mr. Hackett also announced the company has declared a cash dividend of five cents per share payable Dec. 2 to stockholders of record Nov. 15. He noted this is the second cash dividend this year, the company having declared an earlier five-cent dividend last June.



MR. LEVEY

MR. SPIRT

TPA Promotes Spirt, Levey; Plant Reassigned to Coast

Two staff promotions and one sales executive reassignment at Television Programs of America were announced last week by Michael M. Sillerman, executive vice president of TPA.

Arthur Spirt, account executive in the central division, Chicago, has been promoted to manager of the central division. Stanley Levey, spot manager for TPA, has been promoted to the newly-created position of national director of stations sales. Walter Plant, recently named vice president for the central division, has been reassigned to Los Angeles where he will succeed Bruce Eells as vice president in charge of the western division. Mr. Eells has resigned to join United Artists (story this page). Messrs. Plant, Spirt and Levey all joined TPA during the past year.

TPA will hold a national sales meeting in New York Nov. 18 for the benefit of new account executives now being added to the staff under Mr. Plant, Mr. Spirt and Hardie Frieberg, vice president of the eastern division.

Loew's to Omit Two Dividends

In his first move since a victorious battle to retain control of Loew's Inc., President Joseph R. Vogel, backed by the board of directors (some elected at a special stockholders' meeting Oct. 15), has voted to omit dividends normally paid in the first two quarters of the company's fiscal year, which began Sept. 10. Stockholders had been receiving 25 cents quarterly with the last such payment in June. Said Mr. Vogel: "Loew's is embarking on a major program for rebuilding and reorganizing" while "restoring its profit potential." Efforts, he indicated, will be to strengthen and support a cash position while cutting costs and increasing revenues.

Warner Bros. Plans New Series

Warner Bros., Burbank, Calif., has announced plans to produce a new series of 39 one-hour films entitled *The House of Wax*. The new series brings the Warner Bros. schedule to a total of 3½ hours of tv drama a week and is the studio's first step towards its goal of five hours weekly for the coming season, it was reported by William T. Orr, the company's tv executive producer.

James O'Hanlon, writer, has been assigned to the new mystery and intrigue series.

FILM CLIPS

RANDOM SHOTS

Majestic Motion Pictures Inc., N. Y., producer of tv commercials, documentaries and industrial films, has announced opening of new offices at 15 E. 48th St.

Ten tv markets outside U. S. will use INS-Telenews' yearend *News Review of 1957* and *Sports Review of 1957*, both half-hour shows. Signed: two Midnight Sun Broadcasting Co. stations in Alaska (KENI-TV Anchorage and KFAR-TV Fairbanks) and a coaxial cable closed-circuit operator, Ketchikan Alaska Tv Inc. (affiliated with Midnight Sun), and CMAB-TV Havana. Six stations which make up the French network of the Canadian Broadcasting Corp. also will carry the programs.

U. S. Air Force Recruiting Service announces it is distributing "The Thanksgiving Song," three-minute, 40-second film featuring USAF Band Singing Sergeants choral group, to all tv stations Nov. 13. Film contains no recruiting messages, is said to be suitable for program filler during Thanksgiving season or for use in civic and religious programs.

SALES

ABC Film reports sale of Spanish-dubbed versions of *Sheena, Queen of the Jungle, The Three Musketeers* and *Code 3* to CMBF-TV Havana for one year starting late this year.

AAP announces six sales. WOLF-TV Orlando, Fla., bought entire package of Warner Bros. features and cartoons and "Popeyes"; WBUF-TV Buffalo bought last available Warner pictures and WCAU-TV Philadelphia and WDAU-TV Scranton, Pa., bought AAP's "horror" package; WMT-TV Cedar Rapids (Iowa), WOOD-TV Grand Rapids (Mich.) and WMTV (TV) Madison (Wis.) bought AAP's "Popeyes."

Official Films reports sale of its new half-hour adventure film series, *Sword of Freedom*, in 32 markets.

Medallion Tv Enterprises, Hollywood, reports sale of syndicated version of *High Road to Danger*, which was broadcast live in Los Angeles during 1956-57, to seven west coast stations.

Standard Radio Transcription Services Inc., Chicago, reports sale of special Christmas package that includes three half-hour dramas and instrumental and vocal selections, to WGRV Greenville, Tenn.; KCOG Centerville, Iowa; KSLM Salem, Ore.; KTRM Beaumont, Tex.; WTON Staunton, Va.; KDBM Dillon, Mont.; KRTR Thermopolis, Wyo.; WEAV Plattsburgh and WDOS Oneonta, both New York; WFLA Tampa, Fla.; WSIC Statesville, N. C., and WWKY Winchester and WHOP Hopkinsville, both Kentucky.

Official Films Inc. reports sale of half-hour tv series, *The Big Story*, to Pacific Gas & Electric Co., S. F., for showing in eight California markets starting early January.

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN SEPTEMBER

FROM the monthly audience surveys of American Research Bureau, BROADCASTING each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Mon. 7:00	WRCA-TV	12.6
2.	*Silent Service*	(NBC Film)	Fri. 7:00	WRCA-TV	9.8
3.	*Celeb. Playhouse*	(Screen Gems)	Tues. 7:00	WRCA-TV	9.3
4.	*If You Had a Million*	(MCA-Tv)	Sat. 7:00	WCBS-TV	8.4
5.	*Death Valley Days*	(McC-E)	Wed. 7:00	WRCA-TV	8.1
6.	*Victory At Sea*	(NBC Film)	Sun. 7:30	WPIX	7.6
7.	*Sheriff of Cochise*	(NTA)	Thurs. 7:00	WABD	6.9
8.	*Ida Lupino*	(Official)	Thurs. 9:30	WPIX	6.5
9.	*Guy Lombardo*	(MCA-Tv)	Thurs. 7:00	WRCA-TV	6.4
10.	*Popeye*	(AAP)	Mon.-Fri. 6:00	WPIX	5.9

LOS ANGELES *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Death Valley Days*	(McC-E)	Sat. 7:00	KRCA	14.7
2.	*Search For Adven.*	(Bagnall)	Thurs. 7:00	KCOP	14.5
3.	*San Fran. Beat*	(CBS Film)	Sat. 9:30	KTTV	13.2
4.	*Highway Patrol*	(Ziv)	Mon. 9:00	KTTV	11.7
5.	*Men of Annapolis*	(Ziv)	Thurs. 7:30	KNXT	10.6
6.	*Tv Readers Digest*	(Schubert)	Sat. 8:00	KTTV	10.5
7.	*Badge 714*	(NBC Film)	Mon. 8:30	KTTV	10.0
7.	*David Niven*	(Official)	Mon. 10:00	KNXT	10.0
8.	*Sheriff of Cochise*	(NTA)	Tues. 9:30	KTTV	9.9
9.	*I Led 3 Lives*	(Ziv)	Sat. 8:30	KTTV	9.4
9.	*Science Fict. Theatre*	(Ziv)	Mon. 8:00	KTTV	9.4
9.	*Susie*	(TPA)	Mon. 7:00	KTTV	9.4

CHICAGO *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Silent Service*	(NBC Film)	Tues. 9:30	WNBQ	18.9
2.	*San Fran. Beat*	(CBS Film)	Tues. 9:00	WGN-TV	15.9
3.	*Sheriff of Cochise*	(NTA)	Sat. 7:30	WBBM-TV	15.8
4.	*State Trooper*	(MCA-Tv)	Wed. 9:30	WNBQ	15.1
5.	*Highway Patrol*	(Ziv)	Fri. 8:00	WGN-TV	15.0
6.	*Don Ameche*	(TPA)	Tues. 9:30	WGN-TV	13.7
7.	*Whirlybirds*	(CBS Film)	Thurs. 9:00	WGN-TV	13.3
8.	*City Detective*	(MCA-Tv)	Fri. 9:30	WGN-TV	11.5
9.	*Racket Squad*	(ABC Film)	Tues. 8:30	WGN-TV	11.2
10.	*Dr. Christian*	(Ziv)	Thurs. 9:30	WGN-TV	10.8

WASHINGTON *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Sat. 7:00	WTOP-TV	15.2
2.	*Death Valley Days*	(McC-E)	Mon. 7:00	WRC-TV	14.7
3.	*Men of Annapolis*	(Ziv)	Tues. 7:00	WTOP-TV	14.4
4.	*Sheena*	(ABC Film)	Mon. 6:00	WMAL-TV	13.7
5.	*Science Fict. Theatre*	(Ziv)	Sun. 6:00	WMAL-TV	13.5
6.	*Silent Service*	(NBC Film)	Tues. 10:30	WTOP-TV	12.0
7.	*Three Musketeers*	(ABC Film)	Mon. 6:30	WMAL-TV	11.6
8.	*Annie Oakley*	(CBS Film)	Fri. 7:00	WTOP-TV	11.0
9.	*Golden Playhouse*	(Official)	Sun. 10:30	WRC-TV	10.2
10.	*Ramar*	(TPA)	Wed. 7:00	WTOP-TV	9.9

MINNEAPOLIS-ST. PAUL *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*State Trooper*	(MCA-Tv)	Tues. 9:30	KSTP-TV	21.1
2.	*Secret Journal*	(MCA-Tv)	Tues. 9:00	KSTP-TV	15.9
3.	*O. Henry Playhouse*	(Gross-Krasne)	Sun. 9:30	KSTP-TV	14.6
4.	*Highway Patrol*	(Ziv)	Thur. 10:30	KSTP-TV	13.0
5.	*Soldiers of Fort.*	(MCA-Tv)	Sun. 5:00	WCCO-TV	12.7
6.	*Death Valley Days*	(McC-E)	Sat. 6:00	WCCO-TV	12.1
7.	*Jungle Jim*	(Screen Gems)	Sun. 4:30	WCCO-TV	11.5
8.	*Mr. D. A.*	(Ziv)	Wed. 10:30	KSTP-TV	11.3
9.	*Badge 714*	(NBC Film)	Tues. 10:30	KSTP-TV	10.6
10.	*Annie Oakley*	(CBS Film)	Sat. 5:00	WCCO-TV	10.4

SEATTLE-TACOMA *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Death Valley Days*	(McC-E)	Thurs. 8:00	KOMO-TV	30.0
2.	*Search For Adven.*	(Bagnall)	Wed. 7:00	KING-TV	29.5
3.	*Sheriff of Cochise*	(NTA)	Mon. 7:00	KING-TV	28.2
4.	*Highway Patrol*	(Ziv)	Thurs. 7:00	KOMO-TV	24.6
5.	*Whirlybirds*	(CBS Film)	Thurs. 8:30	KING-TV	23.8
6.	*Frontier*	(NBC Film)	Sun. 8:30	KTNT	22.5
7.	*Silent Service*	(NBC Film)	Wed. 7:30	KING-TV	21.8
8.	*Studio 57*	(MCA-Tv)	Fri. 7:00	KING-TV	21.7
9.	*Waterfront*	(MCA-Tv)	Fri. 9:00	KTNT	20.2
10.	*Superman*	(Flamingo)	Tues. 6:00	KING-TV	18.0

CLEVELAND *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Tues. 10:30	WJW-TV	25.8
2.	*Mr. D. A.*	(Ziv)	Tues. 10:00	KYW-TV	18.6
3.	*Sheriff of Cochise*	(NTA)	Sun. 10:30	KYW-TV	18.1
4.	*State Trooper*	(MCA-Tv)	Mon. 10:30	KYW-TV	14.9
5.	*Range Rider*	(CBS Film)	Sun. 7:00	WEWS	14.8
6.	*Frontier Doctor*	(H-Tv)	Mon. 7:00	KYW-TV	14.6
7.	*Annie Oakley*	(CBS Film)	Sat. 6:30	WJW-TV	13.6
8.	*San Fran. Beat*	(CBS Film)	Tues. 7:00	WJW-TV	13.2
9.	*Death Valley Days*	(McC-E)	Thurs. 7:00	KYW-TV	13.1
10.	*Whirlybirds*	(CBS Film)	Sun. 6:30	WEWS	12.3

ATLANTA *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Fri. 10:00	WAGA-TV	23.1
2.	*Badge 714*	(NBC Film)	Tues. 10:00	WSB-TV	20.5
3.	*Sheriff of Cochise*	(NTA)	Wed. 10:00	WSB-TV	17.2
4.	*Science Fict. Theatre*	(Ziv)	Tues. 9:30	WAGA-TV	17.0
5.	*State Trooper*	(MCA-Tv)	Wed. 10:00	WAGA-TV	16.6
6.	*O. Henry Playhouse*	(Gross-Krasne)	Tues. 9:30	WSB-TV	15.7
7.	*Secret Journal*	(MCA-Tv)	Fri. 10:00	WSB-TV	13.9
8.	*Studio 57*	(MCA-Tv)	Fri. 10:30	WAGA-TV	12.7
9.	*Kit Carson*	(MCA-Tv)	Tues. 6:00	WLWA	11.9
10.	*Sheena*	(ABC Film)	Fri. 6:00	WLWA	11.5

COLUMBUS *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*San Fran. Beat*	(CBS Film)	Sun. 8:30	WBNS-TV	37.1
2.	*Highway Patrol*	(Ziv)	Tues. 9:30	WBNS-TV	31.7
3.	*Sheriff of Cochise*	(NTA)	Fri. 9:00	WTVN-TV	27.2
4.	*Frontier Doctor*	(H-Tv)	Fri. 9:30	WTVN-TV	25.9
5.	*Men of Annapolis*	(Ziv)	Fri. 8:30	WBNS-TV	21.6
6.	*State Trooper*	(MCA-Tv)	Mon. 9:30	WTVN-TV	18.3
7.	*Waterfront*	(MCA-Tv)	Fri. 10:15	WBNS-TV	17.7
8.	*Code 3*	(ABC Film)	Mon. 10:00	WLWC	17.5
9.	*Last of Mohicans*	(TPA)	Sat. 11:00	WBNS-TV	15.5
10.	*Federal Men*	(MCA-Tv)	Thurs. 10:00	WLWC	14.2

BOSTON *two-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Count of Monte Cristo*	(TPA)	Tues. 8:30	WNAC-TV	24.0
2.	*Combat Sergeant*	(NTA)	Sat. 8:30	WNAC-TV	19.6
3.	*Secret Journal*	(MCA-Tv)	Tues. 10:30	WNAC-TV	19.3
4.	*Frontier*	(NBC Film)	Fri. 10:30	WNAC-TV	18.3
5.	*State Trooper*	(MCA-Tv)	Sun. 10:30	WNAC-TV	18.1
6.	*The Falcon*	(NBC Film)	Wed. 8:00	WNAC-TV	15.9
7.	*Waterfront*	(MCA-Tv)	Sun. 7:00	WNAC-TV	15.8
8.	*I Led 3 Lives*	(Ziv)	Wed. 7:30	WNAC-TV	14.5
9.	*Silent Service*	(NBC Film)	Fri. 7:00	WBZ-TV	14.3
10.	*Star Performance*	(Official)	Sun. 10:30	WBZ-TV	13.3

INDIAN MOUNDS in the Ocmulgee National Monument near Macon reveal the saga of Georgia's earliest inhabitants. Macon, often called "The Heart of Georgia," is included in the wide coverage of WAGA-TV, famous on the Georgia scene, too. Reaching nearly two million people, WAGA-TV is the leading television station in the Southeast's No. 1 market. A WAGAland brochure, with all the facts and figures, is yours on request.

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CBS RADIO NETWORK INCOME UP

- **First rise since 1950, CBS Radio affiliates told**
- **Hayes tells stations they'll share in the increase**

Turn of the tide in radio network revenues was reported to a record turnout of some 160 CBS Radio affiliates last Thursday as they met in New York for their annual meeting.

CBS President Arthur Hull Hayes told the opening session of the CBS Radio Affiliates Assn.'s fourth annual convention that network income this year will show an upward turn for the first time since 1950.

Asserting that "this year marks an encouraging change in business trends," he also reported that, on the basis of the rise in billings, station payments also will be greater for the first time since the turn of the decade.

Both President Hayes and John Karol, sales vice president, foresaw continued gains. "The current trend of business," Mr. Karol said, "points toward more big-name advertisers entering network radio to sponsor their own programs on a long-term basis. Radio is becoming fashionable again . . ."

Mr. Hayes told the affiliates that "Daytime business maintains a healthy pace . . . with our daytime block—from Arthur Godfrey through Art Linkletter—more than 90% sold.

"Even more significant is what is happening in the evening and weekend periods. Last March, for example, the network had succeeded in selling only 11 'Impact' segments in the preceding quarter. Since then, each quarter has averaged sale of more than 70 segments. For the current week the network has scored 118 'Impact' sales." (The "Impact" plan offers five-minute segments in specified evening and daytime programs.)

Mr. Hayes said it was "highly significant, in this day of dynamic radio sales, that the first new Nielsen report credits CBS Radio with 82% more audience than the second network during the average sponsored minute over a full seven-day period . . ."

"Another result of the sizable and attentive audiences attracted by the network's programs has been a heartening surge of interest on the part of advertisers and agencies. Sales continue to grow out of sponsors' fast-developing confidence in the prestige that can be bought with a CBS Radio program.

"As this rise in sponsor interest extends from major industry to major industry, I foresee that more and more advertisers will seek to associate their products with integral, prestige programs. The programs which the network supplies to you attract audiences to your station and make of your station a desirable medium. In this way, the commercial and prestige value of a CBS Radio affiliate is heightened. This is a network's major contribution: programs that make a local station desirable to advertisers."

Mr. Hayes' indirect swipe at the type of programming which other networks have offered was followed with less oblique comparisons by Mr. Karol and Howard Barnes, programs vice president.

Mr. Karol told affiliates that "while the other networks have beeen forced to experiment radically, we have been in the comfortable position of merely reaffirming our earlier beliefs in big-name . . . shows."

Mr. Barnes named names. "While the other networks wander from concept to concept, always looking for a secret something, they all seem to get discouraged periodically and copy the CBS way. NBC and ABN have both established—then later jettisoned—concepts based on service rather than entertainment. We have achieved a stability that serves us well."

Mr. Karol said, "It is a fact that we are now telling advertisers, 'Sorry, no *Gunsmoke*'," and he credited the $5.5 million Ford sale—a multi-program deal which generated controversy among affiliates when it was announced last summer—as having "served in great part to make this possible."

He also noted that "scarcity and growing interest could help to raise still higher the value of network radio."

On the question of six- and eight-second spot announcements he assured the affiliates that "We are trying to go the other way. We are trying to build interest in the great values of full ownership of a radio program.

"And we're having some success," he observed, adding: "Wrigley has two full quarter-hour strips. Delco batteries has Lowell Thomas, and Ford's sponsorship includes Ed Murrow, Bing Crosby, Arthur Godfrey and Rosemary Clooney. Chevrolet has Bob Trout. Home Insurance has Jack Benny, and Longines has a 55-minute program each Sunday. And Philip Morris has its own 25-minute Sunday evening show.

"We're not stopping with this, however. Not when, for the first time in years, agencies and sponsors alike are receptive to us as a medium. The people are tuning in to hear our story. And they don't stop listening when the commercial begins."

But, Mr. Karol noted, selling has become more complicated than it used to be.

"Today," he said, "a salesman can't just aim to sell Lever, Colgate-Palmolive or General Foods. As a matter of practical fact, there are very few big advertisers for us to solicit, as we did in the old days.

"General Foods, for example, is not a big advertiser. In fact, it's not an advertiser at all. Jello advertises. So does Calumet and Minute Rice and Cocoanut Flakes. They're virtually autonomous companies. Multiply this by Lever and Colgate and Standard Brands and National Biscuit and many, many more. This condition has complicated greatly the problems of selling radio. The basis of our solid and impressive sales rate lies in our programming which attracts large audiences."

Mr. Barnes, developing this theme, said that behind sales success was "a firm philosophy of regularly scheduled, proven programs containing well-known personalities."

He said the network's faith in regularly scheduled shows—and in daytime dramas—had "proved out."

"We don't believe," he said, "that today's radio audience is an aimless, catch-as-catch-can group, as expressed by NBC's *Monitor*. We feel, rather, that the public—our audience—listens intentionally and intently, and knows what it's looking for. We aim to give it to them."

In the Thursday afternoon session Louis Hausman, advertising vice president, outlined contributions made by the advertising, promotion, and press information departments in helping both sponsors and affiliates, as well as the network.

He cited ads and mailing pieces, brochures and other material which "have lent prestige and focus to the network's operation" and made "real and solid contributions to increasing your station's audience."

A series of ads on "Nobody's listening but people," prepared by Louis Dorfsman, director of art, advertising and promotion; a brochure distributed to local schools on the *World at Large* public affairs series; an experiment in students' radio listening conducted by Charles S. Steinberg, head of the press information department, and national as well as local publicity on daytime dramas and other programs were singled out as examples of activities that build prestige not only for the network but for affiliates too.

The Thursday luncheon—which like the other sessions was closed to newsmen—was addressed by Joseph H. Ream, CBS Inc. Washington vice president, who substituted for CBS Inc. President Frank Stanton, who was unable to attend.

Other opening day speakers were John M. Rivers of WCSC Charleston, S. C., retiring chairman of the association's board of directors; Robert Tincher, WNAX Yankton, S. D., chairman of the association's convention committee, and Frank W. Nesbitt, CBS Radio sales development director.

The annual banquet Thursday night featured a variety review with comedian Henry Morgan as m.c. and a cast including Joey Adams and Al Kelly, comics; Mitch Miller, Johnny Mathis and Rusty Draper. A session of the network's *Sez Who* program, of which Mr. Morgan is host, was taped during the dinner, with Sir Cedric Hardwicke, Patricia Bright and Joey Adams as panelists.

Friday morning and luncheon meetings were slated for affiliates only, with sessions with network officials to resume in the afternoon.

CBS Radio authorities described the reg-

THREE 'GOLDEN MIKES'

Golden Mike awards for 30 or more years as CBS Radio affiliates were presented last week to WBNS Columbus and WADC Akron, Ohio, and to WCAU Philadelphia. The presentations were made during the fourth annual convention of the CBS Radio Affiliates Assn. (see this page) by Radio President Arthur Hull Hayes to Richard A. Borel, general manager of WBNS; Allen T. Simmons, president and general manager of WADC, and Donald W. Thornburgh, president and general manager of WCAU.

"Hey, Laddie!
D' Ye Ken
"TEN"
in R-r-rochester?
'Tis Where Th'
Farthin's
go Farthest !"

. . . Yes, you don't have to be a Scotchman to see that Channel 10, with an average share-of-audience in Rochester of *58.4%*, is the BIG BUY! Channel 10 gets the lion's share of the Rochester viewers *Mornings, Afternoons and Evenings*—carries *15 of the top 16* programs Rochesterians prefer!—If you want the eyes and ears of Rochester, buy on the "Big Ten" Channel!

ROCHESTER, N. Y.

NAT'L REPRESENTATIVES
THE BOLLING CO., INC.
EVERETT-McKINNEY

IT ALL ADDS UP TO 10

Flint . . . the Thumb . . .
plus the Saginaw Valley . . .
ALL IN ONE BIG BUY!

WFDF's BIG new signal* delivers *all* of Northeastern Michigan in one BIG buy! To Flint add Saginaw, Bay City, the rich Thumb, and the heart of the North. NCS #2 shows WFDF as the outstate regional leader and this big new signal will add even more. Call Katz for full details.

*daytime

WFDF *Represented by The KATZ AGENCY*

910 on the dial

NBC Affiliate in Flint, Michigan

istration of approximately 160 affiliate executives as the largest in the history of the conventions.

Caley, Other Officers Named To CBS Radio Affiliates Board

Charles C. Caley, WMBD Peoria, Ill., was elected chairman of the board of the CBS Radio Affiliates Assn. Thursday succeeding John M. Rivers, WCSC Charleston, S. C. Mr. Rivers becomes ex-officio member of the board. John S. Hayes, WTOP Washington, D. C., was named vice chairman to replace Mr. Caley in that post, and Joseph M. Higgins, WTHI Terre Haute, Ind., was elected secretary to succeed J. Maxim Ryder, WBRY Waterbury, Conn.

MR. CALEY

New directors-at-large for the association are Worth Kramer, WJR Detroit; Lee Wallace, Storer Broadcasting Co., and Mr. Caley. District directors include: District 1, Mr. Ryder; 2, C. Grover Delaney, WHEC Rochester; 3, Mr. Hayes; 4, Harold Danforth, WDBO Orlando, Fla.; 5, Hoyt B. Wooten, WREC Memphis; 6, Mr. Higgins; 7, Frank Fogarty, WOW Omaha; 8, J. C. Kellam, KTBC Austin, Tex., and 9, Westerman Whillock, KBOI Boise, Idaho.

AB-PT Units Set Chicago Move

Central division offices of three American Broadcasting-Paramount Theatres subsidiaries—ABC-TV, ABN and ABC Film Syndication—will be relocated in Chicago's London Guarantee Building (360 N. Michigan Ave.) by Feb. 1, 1958, as part of a projected space and personnel expansion.

The move from present quarters in the Kemper Insurance Building (20 N. Wacker Drive) was announced last week by James W. Beach, ABC vice president in charge of Central Div. Thus, all ABC Chicago operations, except WBKB (TV), which relocated in the ABC State Lake Bldg. (190 N. State) last spring, will continue to be housed in one building.

McCurdy Heads New AB-PT Unit

American Broadcasting-Paramount Theatres Inc., has established a television character merchandising department, to be headed by Walter R. McCurdy, according to Leonard H. Goldenson, AB-PT president. ABC-TV's publicity, advertising and art staffs will assist Mr. McCurdy's staff in all licensing promotions. The new department's first project will be in behalf of *Maverick* (ABC-TV Sun. 7:30-8:30 p.m.), which is sponsored by Kaiser. *Maverick* has an estimated viewing audience of 20 million, Mr. Goldenson said. Mr. McCurdy has been associated with AB-PT in merchandising activities since 1953.

KPTV channel 12 NBC

Oregon's first television station

Portland, Oregon

announces the appointment of

The
Katz
Agency
Inc.

as national representative

effective
November 15, 1957

Color VTR Start Set By NBC-TV for April

NBC-TV next April will begin using magnetic tape—both for black and white and color telecasting—thus solving the perennial networking problem of transmitting programs from Daylight Saving Time areas to Standard Time zones throughout the country.

According to Robert Sarnoff, NBC-TV president, the use of full magnetic tape recording facilities also will permit the network to tape the whole program schedule throughout the year for repeat to the West Coast.

Mr. Sarnoff revealed the network's plans at a luncheon demonstration Monday at NBC-TV's Burbank Studios in Los Angeles as part of a west coast tour provided for some 75 newsmen, largely tv critics and columnists.

NBC-TV expects delivery of six new RCA color tape recorders by April. A demonstration of the prototype was shown in New York last month by RCA, which will place the recorder on the market at the end of 1958.

The "Color City" in Burbank will house a $1.5 million "Tape Central" consisting initially of 11 tape recorders and associated equipment, and, Mr. Sarnoff said, a similar tape center will be constructed at NBC's New York headquarters.

Thus, the NBC president said, the network will "launch" the "era of the magnetic tape" and "signal the end of the kinescope and lenticular film era." To convert the new DST operation based on tape, the network, Mr. Sarnoff continued, will spend about $750,000 for leasing an additional 2,000 miles of telephone lines for six months (beginning in April). This includes the cost of the circuits and operating costs.

By the conversion to tape, Mr. Sarnoff pointed out, the network will have "month-in, month-out program schedule regularity"; the tv audience will get a "far superior" picture, without the loss of clarity and resolution of the kinescope process (with tape, he said, "the question of whether a show is live or delayed will become academic").

An RCA spokesman indicated, meanwhile, that the firm is making a "few" prototype color tape machines for other networks in addition to NBC-TV.

A demonstration—in both black and white and color—of taped segments of NBC-TV shows which had been recorded in Camden, N. J., earlier was held after Mr. Sarnoff's announcement. The excerpts were fed from Camden to receivers at Burbank. Included were portions of programs that had originated at Burbank and were transmitted a total of 6,000 miles—from Burbank to Camden and back again.

Also taking part in the session Monday at Burbank were NBC-TV's Robert Kintner, executive vice president in charge of tv network programs and sales; John West, vice president in charge of the Pacific Div.; Alan Livingston, vice president in charge of programming, Pacific Div., and Don Durgin, vice president in charge of sales planning.

CBS-TV officials meanwhile reported they had discussed their plans for greatly expanded use of tv tape recording with members of their affiliates board more than two months ago, and that full details are now being prepared for submission to all affiliates within 10 days. ABC-TV spokesmen noted that they were presenting all daytime programs on a local clock-time basis the year-around—largely through the use of Ampex tape equipment—and that use of videotape during DST periods would naturally be greater next year than this, because the network will have more equipment available.

THE "Hedges Alumni Assn." got together and presented a sterling silver bowl Nov. 1 "to Bill Hedges on his 20th anniversary as vice president of NBC." Alumni are a crowd of broadcast executives associated at one time or another with Mr. Hedges during his 35 years in the business.

COLORCASTING®

The Next 10 Days
Of Network Color Shows
(All Times EST)

CBS-TV

Nov. 12 (8-9 p.m.) *High Adventure with Lowell Thomas*, General Motors through Campbell-Ewald.

Nov. 12, 19 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV

Nov. 11-15, 18-20 (1:30-2.30 p.m.) *Howard Miller Show*, participating sponsors.

Nov. 11-15, 18-20 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

Nov. 11, 18 (7:30-8 p.m.) *The Price is Right*, RCA Victor through Kenyon & Eckhardt and Speidel through Norman, Craig & Kummel.

Nov. 12 (8-9 p.m.) *Eddie Fisher Show*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Nov. 14 (7:30-8 p.m.) *Tic Tac Dough*, RCA Victor through Kenyon & Eckhardt and Warner-Lambert through Lennen & Newell.

Nov. 14 (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

Nov. 16 (2:45 p.m. to completion) *NCAA Football Game*, participating sponsors.

Nov. 16 (10:30-11 p.m.) *Your Hit Parade*, Toni through North and American Tobacco Co. through BBDO.

Nov. 17 (5:30-7 p.m.) *Hallmark Hall of Fame*, Hallmark through Foote, Cone & Belding.

Nov. 17 (8-9 p.m.) *Steve Allen Show*, participating sponsors.

Nov. 17 (9-11 p.m.) *General Motors 50th Anniversary Show*, General Motors through Kudner.

Nov. 19 (8-9 p.m.) *George Gobel Show*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Nov. 20 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

NBC-TV Names Oppenheimer To Head New Creative Unit

A new creative programming unit has been set up by NBC-TV with Jess Oppenheimer, producer, director and writer, named as head of the department, NBC President Robert Sarnoff announced Wednesday in Hollywood.

As a producing group, the new unit will develop new properties, talent program concepts and formats. It will not affect the network's regular program operations and will serve a function in the entertainment area similar to that provided in public events programming by NBC-TV's special projects unit under Henry Salomon. Mr. Oppenheimer, who created *I Love Lucy* for tv and currently is producing the two-hour General Motors 50th anniversary show (to be telecast Nov. 17), will report to Manie Sacks, NBC vice president for tv network programs and talent. He will maintain headquarters in Los Angeles.

NBC-TV to Review 1957 Events

Significant events of 1957 will be reviewed on NBC-TV Dec. 29 by a dozen NBC newsmen—seven to return to the U. S. from overseas for the occasion. The hour-long program is titled *Projection '58*. Chet Huntley will be the anchor man for the roundup.

ABN in Sponsor Drive For New Live Format

The drive to line up sponsors for American Broadcasting Network's new all-live musical programming is on in earnest—and the prices are "ridiculously low," ABN officials reported last week.

President Robert E. Eastman, reviewing the network's new "All American Package" presentation, noted that an advertiser can sponsor 32 five-minute program units a week for $26,000 a week or $1,383,200 a year. He said prices should go up and ultimately will, but "That's where they stand now."

He said network authorities have been making as many as five agency presentations a day for the past three weeks in the first stage of a three-step sales campaign, that this phase still is in progress and that the second stage—presentations to advertisers—is getting under way and will be followed, probably in January, by the third step. In this, ABN's name talent will go on the road for personal presentations to local distributors and dealers in 50 to 75 of the top markets.

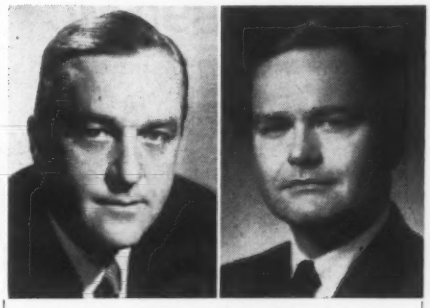
Three advertisers have been signed for the new programming thus far: Nescafe, four participations weekly in *Breakfast Club* and three a week in *Herb Oscar Anderson Show*, through Bryan Houston Inc.; Doan's Pills, one a week in *Anderson Show*, through Street & Finney, and H. J. Heinz, one each in *Breakfast Club*, *Anderson Show* and *Jim Reeves Show*, through Maxon Inc.

ABN's presentation points out that the network's concept of "live radio" and "fun radio," all with music as the main ingredient, is designed to reach the maximum number of people with a product they can't get elsewhere. Moreover, it notes, the shows are presented at the same local times in all time zones, making it possible to "build the right show for each specific time period." (The use of transcriptions to achieve this clock-time programming does not invalidate the "live" label in the view of ABN officials, who point out that each show is staged live and that its transcription for delayed broadcasts does not degrade the spontaneity value.)

Pointing up the care that ABN devotes to the music, Mr. Eastman said the network is spending more than $6,000 a week on musical arrangements alone.

He also noted that no ABN personality will sell two competing products, even on different days of the week, and that any advertiser who buys five segments a week for 13 weeks also will be protected for 60 days after he goes off the air [OPINION, Sept. 16].

The presentation includes special slides and a tape montage of new programs prepared under the direction of ABN's sales development and research director, Raymond F. Eichmann. It is being shown to advertisers and agencies by Messrs. Eastman and Eichmann, programming Vice President Stephen Labunski, Sales Vice President Thomas C. Harrison, and National Sales Manager John H. White.



TWO major networks have announced changes in their public relations-information departments [AT DEADLINE, Nov. 4]. Kenneth W. Bilby, NBC public relations vice president, was elected an executive vice president of the network. On the heels of that announcement, CBS announced the appointment of Everard Kidder Meade as vice president for information services. Mr. Meade has been with the New York public relations firm of Earl Newsom & Co. for the past two years.

Moore Named ABC-TV Sales V. P., Chapin V. P. for Client Relations

Thomas W. Moore was named vice president in charge of sales for ABC-TV last week and Slocum Chapin, who has held that post, was appointed vice president in charge of client relations, a new position.

Mr. Moore resigned as general sales manager of CBS Television Film Sales to take over the ABC-TV job. His successor had not been designated late last week.

The new ABC-TV sales alignment, in which Mr. Chapin will report to Mr. Moore, was announced Wednesday by Oliver Treyz, vice president in charge of ABC-TV.

Mr. Moore has been with CBS Tv Film Sales since 1952, when he started as an account executive on the West Coast. He was named general sales manager, with headquarters in New York, in 1956.

Before World War II he was classified advertising manager of his hometown *Meridian* (Miss.) *Star*, and after wartime service in which he rose to lieutenant as a naval aviator, he was vice president in charge of advertising and public relations for Forest Lawn Memorial Park in Los Angeles.

Mr. Chapin joined ABC as sales manager of its WABC (then WJZ) New York in 1942 and subsequently served in radio network sales, as eastern sales manager for ABC-TV and as vice president in charge of ABC owned stations before he was appointed tv network sales vice president in 1954.

Before joining ABC he was with World Broadcasting System; WOC Davenport, Iowa; WKBN Youngstown, Ohio, and WSTC Stamford, Conn.

MR. MOORE

MR. CHAPIN

ABC-TV Buying Up Property In New York for Expansion

As part of its long-range expansion plans, ABC-TV is quietly acquiring properties on West 66th Street adjacent to its headquarters offices in New York.

Announcement was made last week that ABC-TV has bought a two-story business plot on Columbus Avenue at the northeast corner on 66th Street for $375,000 cash above a mortgage of $162,000 held by the East New York Savings Bank. But the network also has made other unpublicized acquisitions. Frank Marx, vice president in charge of engineering for the network, confirmed that the company has bought virtually all the property on one side of West 66th Street, including the St. Nicholas area, and some plots on the other side. He declined to specify how much money has been invested to date. Many of the leases on the properties still have four or five years to run, Mr. Marx said, but the network intends to obtain other buildings in the area and eventually utilize them for studio and office space.

Network Tv Audience Hits All-Time High for 9 Months

For the January-September period this year, the network tv audience has been at an all-time high, the Television Bureau of Advertising has reported in releasing A. C. Nielsen audience figures.

According to the statistics, each month of 1957 (through September) has exceeded the comparable month's audience in 1956. The average evening tv advertiser reached 20% more homes during the nine-month period in 1957 than the like period last year, while the average daytime tv advertiser reached 10% more homes in 1957, the Nielsen data revealed.

An average evening network program reached 1,320,000 more homes per broadcast this year than last; the average daytime network show, 270,000 more homes.

In comparing the 1957 figures against those of two years ago (1955), the average evening program increase was 41% and average weekday show rise, 34%.

Reynolds Moves Series to ABC-TV

Harbourmaster, a half-hour filmed maritime adventure series currently seen on CBS-TV Thursday, 8-8:30 p.m., will move to ABC-TV Sunday, Jan. 5, according to Slocum Chapin, vice president in charge of sales, ABC-TV. R. J. Reynolds Tobacco Co., which will continue to sponsor the series, gave no explanation for its decision to move the series. The program will be seen on ABC-TV Sunday 8:30-9 p.m., following *Maverick*. Reynolds agency is William Esty Co.

FCC BEGINS REVIEWING 25-890 MC

- **Comments indicate non-broadcasters want more space**
- **Fm, tv involved in Commission study, first since 1944**

The first review since 1944 of the radio spectrum between 25 mc and 890 mc—the area that contains post-World War II's newest broadcast services, fm and tv—has gotten under way at the FCC.

Several early comments—the deadline is Nov. 25—have put the Commission on notice that burgeoning non-broadcast users are looking for more space in fm's 88-108 mc and tv's 54-216 mc regions.

Associated Police Communications Officers Inc., representing police departments throughout the nation, told the Commission that a move of tv to uhf would open up the vhf band for additional space for other users. It referred to the Commission's June 1956 notice which expressed the thought that one solution to the uhf-vhf problem is the move of all of tv to the uhf (over a 10-year transition period), or the move of tv to uhf in the critical northeastern states.

Other police requests were for double the number of channels now assigned for their mobile services, and the retention of those additional channels that might accrue from the proposed split channel proceeding.

The City of Burbank suggested that chs. 2-6 be taken away from tv as soon as telecasters can switch to uhf. It also declared that it is opposed to any cuts in the fm band.

The International Municipal Signal Assn. and the International Assn. of Fire Chiefs asked for 30 more base and mobile channels between 100 mc and 890 mc, plus duplex operation between 450 mc and 860 mc; 20 channels between 100 mc and 890 mc with point-to-point use on at least six, for civilian defense, and eight channels above 500 mc for traffic control.

Defenses of existing broadcast assignments were filed by WERE-FM Cleveland, Ohio; WKJF-FM Pittsburgh, Pa., and three citizens of Nashville, Tenn.

WERE-FM warned that any changes in mileage separations for fm stations could seriously impair their ability to transmit true fm signals. It also voiced protest at any pressure to make a new television ch. 6-A out of a portion of the fm band.

WKJF-FM urged that the fm band be kept intact.

The three Nashville citizens, two of whom sent telegrams, were Rhoda C. Edmeston, I. C. Brown and Delbert M. Mann.

The FCC's inquiry into civilian use of 25-890 mc follows within months the Commission's conclusion of open hearings on non-governmental use of frequencies above 890 mc. Testimony on this phase of the two-pronged inquiry took place before the FCC *en banc* last summer.

The intensive study of civilian spectrum use was initiated, the Commission said, because of the major strides that have been made in the use of radio not only in the communications fields but in new fields. Demands for spectrum space since World War II have grown tremendously, the Commission said, and no overall study of the entire civilian spectrum has been made since 1944. FCC expects to schedule oral hearings after comments are all in.

The studies are designed to help the Commission decide about future allocations, it said. The FCC said it also requires the data to establish the U. S. position in advance of the 1959 International Telecommunications Conference in Geneva.

Major studies are expected to be submitted before deadline by NARTB, Electronic Industries Assn., the networks and major broadcast groups.

Broadcasting has, in addition to the fm and tv bands, two remote pickup bands in this portion of the spectrum. They are 450-451 mc and 455-456 mc.

Examiner Favors WESH-TV Move

FCC Hearing Examiner H. Gifford Irion last week issued an initial decision recommending denial of the protest by Mid-Florida Radio Corp. (WLOF Orlando) to the

Good buys still available

MGM MOVIES KMJ-TV FRESNO

These films have had wide acceptance among national and local advertisers who are looking for penetration into the productive Fresno market. Inquire now for choice availabilities.

Ask Paul H. Raymer today about this exceptional buy.

KMJ-TV
FRESNO, CALIFORNIA
Paul H. Raymer
National Representative

transmitter move of WESH-TV Daytona Beach nearer to Orlando.

Mid-Florida Radio claimed that WESH-TV desires to move its transmitter site 25 miles in the direction of Orlando "solely in order to secure an NBC affiliation" and it intends "to establish an Orlando rather than a Daytona Beach station."

In denying the Mid-Florida protest the decision also confirmed the Feb. 6 grant to WESH-TV to move its transmitter 25 miles toward Orlando, increase power to 100 kw visual, and raise antenna height to 940 feet above average terrain.

Sen. Smathers Says BMI Bill Aims at Networks, Not Stations

Sen. George Smathers (D-Fla.) last week assured Florida broadcasters that the bill to break up industry ownership of BMI is aimed at the networks and not at individual stations. It was reported he would amend the language of his bill to make that point certain.

Meeting with the directors of the Florida Assn. of Broadcasters in Orlando to discuss the bill, Sen. Smathers declared: "We are not in this at all to break up BMI. BMI should stay alive and remain competitive with ASCAP.

"If BMI is not yet able to stand on its own feet, then this legislation is premature. But if it can stand on its feet, then it is time for the networks to divest themselves of stock ownership in BMI. My criticism is directed at network ownership of BMI, publishing houses and record companies. The individual stations are something else again."

The bill as introduced would require broadcast interests to get out of the music licensing field altogether [GOVERNMENT, Aug. 26]. BMI is wholly owned by broadcasters.

Florida broadcasters, who originally helped form BMI as part of a nationwide fight to break a music monopoly by ASCAP in the late 1930's [PROGRAM SERVICES, Sept. 9], presented documented statements showing that Florida stations today use 56% of ASCAP and 36% of BMI music with public domain tunes making up the rest. The association said BMI does not constitute a monopoly, as charged in the Smathers speech when the bill was introduced, but instead protects the public against unreasonable ASCAP demands.

FCC Reaffirms WJBF (TV) Ruling

The FCC has reaffirmed a ruling of last March authorizing WJBF (TV) Augusta, Ga. (ch. 6), to increase its power and change its transmitter site.

The action came after WNOK-TV Columbia, S. C. (ch. 67), withdrew its protest, explaining it had originally protested the WJBF modifications because they would have interfered with WNOK-TV's previous plans to broadcast on ch. 5 in Columbia. But since the FCC, in a rule-making proceeding, refused to assign ch. 5 to Columbia, WNOK-TV said it no longer had any interest in WJBF's improvements.

Don't Light it--- THIS IS YOUR INDIANAPOLIS / DES MOINES DAY!

If you have to light up on Indianapolis-Des Moines day, please make it a cigarette. Then sit back and relax—let WXLW and KSO carry the ball. This one-two scoring team has a habit of racking up results.

In Indianapolis, WXLW is the only radio station preferred by, and selling the audience that does the buying, the adult audience. (22.4 PULSE average!) The reason? An exclusive music-and-news format carefully adhered to by the town's top air personalities. This combination of pleasing music with personalities that please produces the number one selling job in Indianapolis. For peace-of-mind time buying—specify WXLW.

KSO, in Des Moines, follows the same successful pattern as its sales twin in Indianapolis, to corner the rich adult market. Exclusive programming plus popular air personalities brings consistent results. KSO firmly believes in the old adage—give 'em what they want, a policy that has this fast-rising Des Moines station already challenging for all 'round leadership. Choose KSO, where time doesn't cost—it pays.

5000 Watts Day Time
WXLW
950 KC
Indianapolis, Indiana

5000 Watts Full Time
KSO
1460 KC
Des Moines, Iowa

Get the facts from your nearest JOHN E. PEARSON representative

STATION COMMENTS VARY ON DEMIX PLAN

- **Proposed: 3rd Providence vhf**
- **Outlets present own views**

Last week's response to the FCC's plans for deintermixture in New England wherein, among other channel shifts, Providence, R. I., would get a third vhf outlet, was varied and tailored to the broadcast interests of those commenting.

ABC-TV, keen for a network affiliation in Providence, fully supported the proposal and described it as "imperative." But WPRO-TV Providence (ch. 12, which would be deleted and assigned to New Haven and Portland, Me.) protested, saying that a move to ch. 8 or 13 would cost it almost $800,000. Under the proposal, chs. 8 and 13 would be taken from New Haven and Portland, respectively, and assigned to Providence. The present ch. 10 assignment at Providence would remain unchanged.

WNCH-TV New Haven (ch. 8), though also worried about "substantial (moving) costs," consented on condition that the Commission amend its proposal to protect it in the event that station is unable to find a suitable transmitter site to operate on the proposed ch. 12 there.

Meanwhile, Colony Telecasting Co., a Rhode Island corporation organized to apply for the proposed additional vhf channel in Providence, was all for the idea, and added that the city has long deserved a third vhf outlet. Meanwhile, WNET (TV) Providence (ch. 16), which has suspended operation because of financial difficulties, asked FCC permission to start in again on either ch. 8 or 13 and offered to give up its permit for ch. 16 to non-commercial uses.

Part of the FCC's regional deintermixture proposal includes retention of ch. 36 at Providence for educational, non-commercial broadcasting. But the Rhode Island State Board of Education agreed with WNET and told the FCC that it prefers ch. 16 to ch. 36.

WJAR-TV Providence (ch. 10) remained out of the fray. It was learned from the firm's Washington attorney that the station is an interested bystander in the proceedings; no more, no less.

RKO Teleradio Pictures Inc. opposed the plan because its WNAC-TV Boston (ch. 7) has plans to join a local "antenna farm" which might be compromised if WPRO-TV Providence is obliged to move to adjacent ch. 8. WNAC-TV feels its own planned move, with WPRO-TV on ch. 8, would result in a violation of the Commission's minimum separation requirements.

Also concerned was WGAN-TV Portland, Me. (ch. 13), which is faced with the possible cost of moving to ch. 12. WGAN-TV said broadcasting on ch. 12 would be difficult because of potential interference with and from the signals of ch. 11 in Durham, N. H. WGAN-TV said that two other current FCC spectrum studies might eventually require WGAN-TV to make further channel shifts "of far greater expense." And if the FCC persists in its plan, WGAN-TV will demand a public hearing, the station said.

WHYN-TV Springfield, Mass. (ch. 40), thought the FCC proposal is a good one, but feels ch. 8 ought to go to Springfield, not Providence. In this connection, WHYN-TV said its uhf operation is losing advertising revenue to Hartford, Conn., stations, and that in the interests of good competition, the western part of Massachusetts needs a vhf outlet.

The Joint Council on Educational Television, which is not against a third vhf in Providence, did state, however, that ch. 11 could not be substituted for ch. 12 at Orono, Me., without creating difficulties for the U. of Maine. This channel switch is also part of the FCC's New England deintermixture plan.

Related to this plan was a previous FCC proposal to assign a third vhf channel to Providence by deleting ch. 8 from New Haven and replacing it with ch. 6 from New Bedford, Mass., which in turn would get ch. 8. This scheme was junked when the FCC decided to keep ch. 6 in the Albany-Schenectady-Troy, N. Y., area.

FMS RECEIVE CALL TO ARMS

Calls to fm broadcasters to rally to protect their frequencies have been sounded on two coasts.

Last week Rep. James Roosevelt (D-Calif.), a member of the House Small Business Committee, warned that fm's half-billion dollar industry is in jeopardy by "encroachment" of "vested interests." The half-billion dollar figure, Mr. Roosevelt made clear, includes not only broadcasters, but also advertisers, manufacturers, high fidelity set makers and retailers. The "vested interests," he said, include AT&T, Petroleum Institute, National Assn. of Manufacturers, power companies, railroads and manufacturers of special mobile equipment. He spoke to the Portland (Ore.) Chamber of Commerce.

The week before, former Comr. Frieda B. Hennock called a meeting of eastern fm broadcasters and urged the formation of an organization to combat the threatened attacks on the fm band. She said fm broadcasters are divided between those who favor simplex operation and those who are using their stations for straight public broadcasting or in conjunction with multiplexing. She said the job of representation would cost $15,000. About 15 broadcaster and five manufacturer representatives were present at the New York City meeting Oct. 25.

Fm broadcasters have their own engineering advisory committee within NARTB. There is also an FM Broadcasters Inc. and an FM Development Inc.

KITE-FM Asks FCC Delay In Multiplex Requirements

Another request asking the FCC to postpone fm's multiplex requirements was filed with the Commission last week.

KITE-FM San Antonio, Tex., asked the FCC to postpone the requirement that multiplex be used for special service fm broadcasting from Jan. 1, 1958, to a year later. It said that by then multiplex gear should be developed and available.

KITE-FM's request follows by two weeks a petition by WPEN-FM Philadelphia that the Commission revise its special communications authorization rule to provide that multiplex not be required, but only permitted [GOVERNMENT, Nov. 4].

Last week, however, a station called attention to the success it is having with multiplex equipment. KBMS (FM) Glendale, Calif., told the Commission it installed Harkins multiplex transmitting gear Oct. 22 and has found multiplexing "completely satisfactory from every possible standpoint."

FCC Network Study Committee Gets Go-Ahead on Final Report

The last leg of the FCC's network study received a clear go-ahead sign last week.

FCC Chief Hearing Examiner James D. Cunningham held a routine hearing closing the books on the litigation with four tv film companies over the Commission's right to demand and receive cost and price data on their film programs. The hearing was held to enter a federal court's order and stipulations which provide that the film producer-distributors have until Dec. 9 to furnish the required information.

The suit was brought when the FCC's Network Study Staff issued subpoenas against Screen Gems, Ziv Television Programs, MCA-TV and Revue Productions, all of whom had objected to furnishing what they termed "confidential data." Last September a U. S. district judge ordered the information furnished to the Commission, but directed that the FCC treat financial data as confidential [AT DEADLINE, Sept. 9].

The program study was the only part of the network study not included in Barrow Report [LEAD STORY, Oct. 7]. Its omission was due to this litigation. The program study will be completed in the Office of Network Study, now part of the Broadcast Bureau. When it will be completed could not be ascertained.

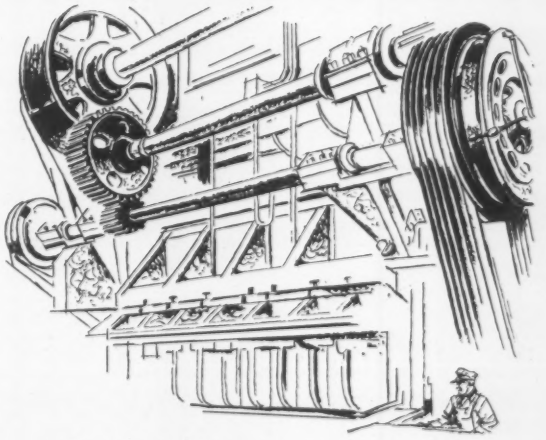
FTC Examiner Finds Against Firm

Universal Sewing Service Inc., Cincinnati, Ohio, will be forbidden to use bait advertising and false claims to sell its sewing machines if an initial decision issued by a Federal Trade Commission examiner is upheld.

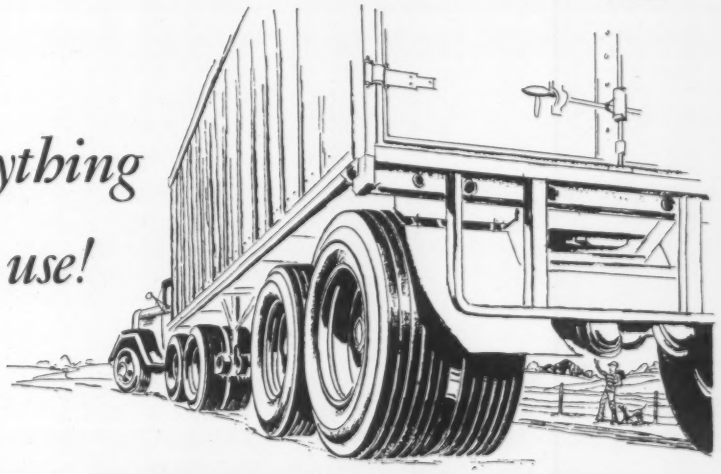
Representatives of the firm, subject of an official complaint charging false advertising on radio, tv and in newspapers, did not answer the FTC action, nor appear at the hearing. The federal hearing examiner also ruled that Universal's use of the name "Westinghouse" on Japanese-made sewing machines constitutes a false representation.

W is for WHEELS

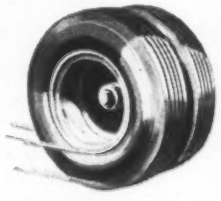
that help to grow things,



that help to make things,



that bring you everything you eat, wear, or use!



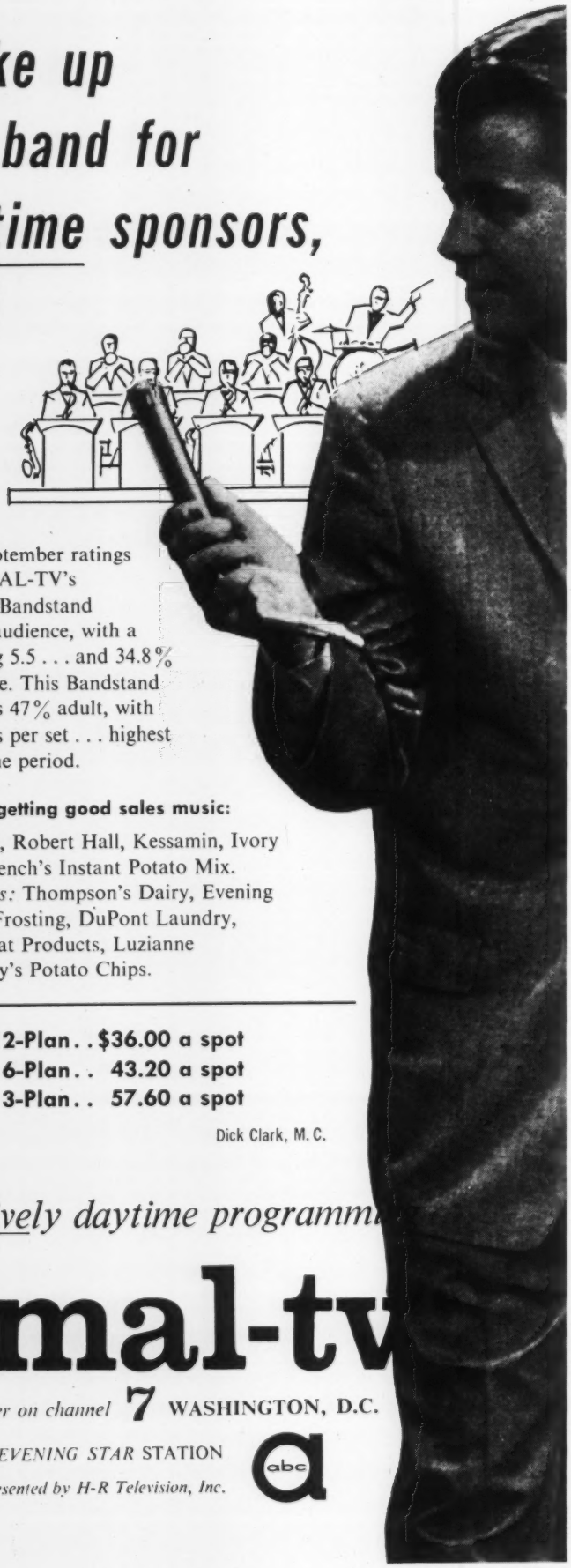
AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE

ATA

strike up the band for daytime sponsors, too!



ARB's September ratings show WMAL-TV's American Bandstand first with audience, with a resounding 5.5 . . . and 34.8% of audience. This Bandstand audience is 47% adult, with 2.3 viewers per set . . . highest for the time period.

Sponsors getting good sales music:

Coca-Cola, Robert Hall, Kessamin, Ivory Flakes, French's Instant Potato Mix.
Adjacencies: Thompson's Dairy, Evening Star, QT Frosting, DuPont Laundry, Briggs Meat Products, Luzianne Coffee, Lay's Potato Chips.

On our 12-Plan. . $36.00 a spot
On our 6-Plan. . 43.20 a spot
On our 3-Plan. . 57.60 a spot

Dick Clark, M. C.

real lively daytime programm

wmal-tv

maximum power on channel 7 WASHINGTON, D.C.

AN *EVENING STAR* STATION

Represented by H-R Television, Inc.

abc

HANSEN ON BARROW: WILL 'WAIT AND SEE'

- **FCC-Justice 'overlapping' noted**
- **Antitrust chief cites problems**

The Dept. of Justice is going to wait and see what the FCC does with the Barrow Network Report before making any moves in the network practices field.

That is the definite impression one gets in talking to Assistant Attorney General Victor R. Hansen, chief government trust buster.

Mr. Hansen pointed out that many of the suggestions made by Dean Roscoe L. Barrow in his report have been under study for a long time by the Justice Dept. But, the antitrust chief pointed out, in the field of broadcasting there is "overlapping" jurisdiction between the FCC and Justice. There is a feeling that the FCC has primary jurisdiction in this field, Mr. Hansen noted, and the Justice Dept. has secondary jurisdiction.

"In this case," Mr. Hansen stated, "it might be better, more efficient and more proper for us to wait to see what the Commission will do about these matters. After all we aren't in the business of persecuting the networks."

There are several other reasons why there may not be any Justice litigation soon with the networks. Mr. Hansen made these points in his interview:

- Investigations like this take a long time.
- Several members of the antitrust staff who were working on this case have left the department. Victor H. Kramer, chief of the general litigation section, resigned last month to enter private practice. Orman W. Ketchum, trial attorney, was recently appointed juvenile judge for the District of Columbia.
- The press of other matters—including such nationally vital actions as the DuPont case, the El Paso oil case and others. Also, Mr. Hansen pointed out, his time and that of his staff recently has been taken up preparing for appearances before a congressional committee. In the last few weeks, Mr. Hansen has appeared before a House Judiciary antitrust subcommittee investigating consent decrees.

The Barrow report was delivered to a three-man FCC network committee last month [LEAD STORY, Oct. 7]. It recommended radical changes in current network practices, including the deletion of option time, a limitation on multiple ownership of stations by networks, divorcement of networks and station representation, direct regulation of networks by the FCC, the public filing of affiliation contracts, etc.

The Network Report also suggested that the Justice Dept. look into such matters as network pressures on affiliates' rates, collusion among networks on rates, option time, and other alleged violations of the antitrust laws.

The FCC's network study committee comprises Chairman John C. Doerfer and

It was 1·2·3 IDECO towers . . .

. . . providing 15 years of dependable tower service for WISH-TV
INDIANAPOLIS, INDIANA

GROWTH OF A STATION.

JOB DATA:
Station WISH began operation in 1941 with two 470-ft. Ideco radio towers. Ideco converted one of these towers for a TV antenna in 1954. In May 1955, Ideco completed the new 1,000-ft. tower from which WISH-TV now operates.

With station after station it has been the same story of SATISFACTION in Ideco. Satisfaction with the service during planning, erection and inspection of every Ideco tower. Satisfaction with perfect tower performance resulting from Ideco's sound engineering and exacting fabrication. Satisfaction from the long service life and low maintenance cost recorded by Ideco towers.

That's a reputation of dependability you can trust! So, for your next tower, call on Ideco . . . your complete satisfaction is assured. Write Ideco, or contact your nearest RCA Broadcast Equipment representative.

● DRESSER-IDECO COMPANY
One of the DRESSER INDUSTRIES
COLUMBUS 8, OHIO
Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

® IDECO

ONE OF THE DRESSER INDUSTRIES

Tall or short . . . for TV, Microwave, AM, FM . . . IDECO Tower "Know-How" keeps you on the air

DOLPH DISCOURAGED

Robert H. Dolph, KFTM Fort Morgan, Colo., and president of the Colorado State Broadcasters Assn., last week was discouraged from pursuing an association plan whereby all am radio stations in Colorado would remain silent from 7-8:00 a.m. to remind the public of the importance of the medium.

The Commission wrote Mr. Dolph that the FCC isn't at all sure the idea would be in the public interest. On the contrary, it said, a cessation of broadcast activity might in itself create the impression that a radio alert is in progress and could seriously hamper radio's "alerting capability."

Comrs. Rosel H. Hyde and Robert T. Bartley. Each of them has been studying the report, but no meeting of the committee has yet been held. This may be soon, it is believed.

One section of the network study still is being prepared. This is the report on programming which was delayed by litigation. This separate report is being written by remaining members of the Network Study staff now established as the Office of Network Study under the head of Dr. Warren Baum.

Mr. Hansen expressed admiration for the Barrow Report. "It was much more complete than I expected," he said. He stated he had read the report, but had not studied it in detail. He mentioned that he had had several conferences with Dean Barrow while the report was being written.

The report actually contains little new to the Justice Dept., Mr. Hansen said. The Department has been investigating network practices more than a year, he recalled. This has been an outgrowth of congressional hearings before the Senate Commerce Committee and the House Judiciary subcommittee.

No member of the broadcast industry has shown any interest in the department's investigation of network practices, Mr. Hansen said.

Justice has filed two antitrust suits involving the broadcast industry. One is against RCA-NBC charging coercion in last year's stations swap whereby NBC got Westinghouse Broadcasting Co's Philadelphia stations, and Westinghouse got NBC's Cleveland stations and $3 million.

The Department also filed a suit against several tv film syndicators, charging block booking of films to tv stations. It alleged that tv station buyers were forced to buy groups of films in order to acquire the pictures they really wanted.

Both of these suits are still in the initial stages of litigation.

SUBLIMINAL SCARE STIRS CONGRESSMEN

- **Doerfer letter sets off alarm**
- **Fears of hidden tv ads allayed**

Subliminal projection—invisible advertising—had some official Washington circles alarmed last week over a sentence in FCC Chairman John C. Doerfer's letter to a congressman.

The chairman sent a progress report to about 20 congressmen and senators who had expressed fear about the technique of instantaneous, "quick-as-a-wink" advertising messages on tv. In the letter, the FCC chairman mentioned that, according to some trade reports, SP already had been used on tv.

This was enough to raise the outcry. Rep. William A. Dawson (R-Utah) called immediately for an FCC injunction against the use of SP.

A check in Washington and in New York disclosed that no television station has used the split-second advertising technique. James L. Vicary, inventor of the new technique, said the only thing his Subliminal Projection Inc. company had done in this line was to develop some closed circuit tv equipment for possible use in a demonstration. All three television networks denied using subliminal advertising on any of their owned stations or in network programs.

Subliminal projection is a method of flash-

A MARKET

is a market

is a market....

WE DON'T BELIEVE that advertisers know the whole truth about KGNC marketland.

WE DO BELIEVE that advertisers ought to know the whole truth about our gas and oil and their byproducts, about our cattle, cotton, wheat, grain sorghums and other stable income sources.

WE DO BELIEVE that advertisers ought to know that for the past 5 years Amarillo has consistently ranked among the top 10 metropolitan areas in the nation, with the highest per capita retail sales.

STANDARD RATE AND DATA says Amarillo is the 157th market in population among the nation's markets, but

IT'S A FACT! That KGNC is blessed with a fabulous sales area encompassing 882,100 people, more than in the nation's 19th metropolitan market.

IT'S A FACT! There is no market within a 250 mile radius of Amarillo rated in the first 100 markets.

IT'S A FACT! That each week more than one-half million people in and around fabulous Amarillo listen to KGNC.

Let your entry be in any form you desire. It can be a suggestion for a trade publication campaign, an oral presentation, a brochure — whatever way you think best to get the story across. It's up to you!

Amarillo is a sprawling, growing, thriving area loaded with untold wealth. It's an old story to us. We want other people to know. In many ways Amarillo is equal to the nation's top metropolitan markets that are bought almost automatically by national advertisers when they want to blanket the country. Unfortunately, many of these advertisers study only metropolitan areas with a tendency to overlook the wealthy, healthy Amarillo metropolitan area.

This is an opportunity for you to become $2500 richer merely by giving us the right solution to our problem. Our judges are 5 of the most important advertising executives in the country. Because some of these people may be acquaintances of yours, and because we don't want personalities to be a factor in our contest, each entry will be identified only with a code number.

$2500 REWARD

In order to help us tell this story, we are going to pay $2500 to the person who comes up with the right solution to this problem.

Mail your entry to the attention of Jack Liston, Manager **KGNC** Amarillo, Texas and be sure it's in the mail before midnight December 1st.

ing a message on a screen so quickly that the viewer is unaware of it, yet theoretically will be influenced by it [ADVERTISERS & AGENCIES, Sept. 16]. A Coca-Cola symbol was flashed on a movie screen for 1/3,000th of a second once every five seconds during a New York demonstration last September. At that time it was also reported that the message "eat popcorn" had been flashed during the show and that lobby popcorn sales jumped 57.5%.

The resulting publicity brought letters of inquiry to both the FCC and the Federal Trade Commission.

Inquiries asking for information and expressing alarm at the implication of what Rep. Dawson called the "secret pitch," came to the FCC from about 20 members of Congress, including Sens. Paul H. Douglas (D-Ill.), Joseph S. Clark (D-Pa.) and Jacob K. Javits (R-N. Y.).

An FTC spokesman reported that some inquiries from citizens had been received but only a few had complained. The complaints, it was reported, expressed fear that the SP technique might be used to "brainwash" Americans with foreign ideologies.

Mr. Doerfer, in his letter to the Congressmen, said the Commission is investigating the method. He called attention to the fact that the Commission is forbidden to censor broadcast transmissions but that it can and does review overall programming at renewal time. This latter activity does entail types of advertising and the manner of their presentation, the FCC chairman noted. He also expressed some doubt that the FCC has complete jurisdiction in the matter.

Some FCC engineers questioned whether the system could be used on tv, since a television half-frame lasts for 1/30th of a second while the SP technique apparently appears at 1/3000th of a second. It was felt that a message transmitted from a tv station would be discernible, although perhaps not decipherable by the viewer. Mr. Vicary said last week his company has worked out a method of overcoming this factor. He declined to describe it.

The FTC pointed out that its interest in SP is whether the method might be considered improper advertising and whether in specific instances the SP messages are used by an advertiser to disparage competitive products or untruthfully extoll the virtues of the product being advertised.

Mr. Vicary said that he is not fearful of regulation; that all he wants is a reasonable kind of regulation which would permit everyone to know "the rules of the road." He also emphasized that SP messages could get through only to viewers who are psychologically receptive.

Besides Mr. Vicary's firm, it is understood there is another firm engaged in subliminal activities. This is Experimental Films Inc., New Orleans.

FCC Extends Comments Deadline

The deadline for industry comments on the FCC's scrutiny of the spectrum between 25 and 890 mc was extended from Nov. 1 to Nov. 25, with a hearing to be set later.

The Commission is seeking data to help with future allocations of the many non-

ELBOW ROOM

Demand guaranteed separation for your announcements . . . give them Elbow Room, give them the chance to tell the story they were designed to tell. When your announcements ARE BACK TO BACK WITH one, two or three more they lose their impact . . . you just can't get your messages across impressively. **Stamp out multiple spotting.**

OUR PLEDGE TO YOU

GUARANTEED SEPARATION

All Announcements Will Be Separated From . . .

1. All other commercial announcements by time for one complete musical selection.*
2. All competitive announcements by at least 15 minutes.

*Except 10 second, quarter-hourly time signals.

This is not a new policy with WOLF. It is the proven sales formula that has brought in consistent renewals through the years from pleased clients representing top national advertisers.

We never had it so good—why spoil it.

RATING for RATING . . .
RATE for RATE
in CENTRAL NEW YORK IT'S — WOLF

National Sales Representatives
THE WALKER COMPANY

SYRACUSE, N.Y.

There are 1,452,800 people in our 224,566 TV homes*

A man's living room is the best place in the world to make friends for your company and customers for your products. The families you meet in the Jackson, Mississippi, market have an average of $5,735** to buy what they want. Why not make them want what you have? They're in a tremendous period of economic growth, with spendable income up 40% since 1950 and retail sales up 125% since 1947! Get your foot in the door now! Need more sell? Call Hollingbery or Katz for a fact file.

*Television Magazine **Sales Management 1957 Survey of Buying Power

MISSISSIPPI IS SOLD ON TELEVISION

WLBT CHANNEL 3 HOLLINGBERY

WJTV CHANNEL 12 KATZ

JACKSON, MISSISSIPPI

government services operating in those bands. They include fm and tv broadcasting, auxiliary broadcast services, marine, aeronautical, public safety, industrial, amateur, transportation and others.

Claims Court Denies Damages In BCA's Loss of Ch. 1 Grant

The U. S. Court of Claims in Washington last week denied the $13.5 million suit brought by the bankrupt Broadcasting Corp. of America, of California, against the FCC.

BCA declared its losses occurred when the FCC, because of interference problems, in May 1947 suspended BCA's grant, for a tv station on ch. 1 in Riverside, Calif.; the grant originally had been issued in December 1946. Ch. 1 was reassigned to non-broadcast activities in May 1948.

Willard L. Gleeson, president and principal owner of BCA, claimed he spent more than $300,000 in building his proposed tv station. In 1953, the House of Representatives referred a private bill for relief in the amount of more than $450,000, introduced in Mr. Gleeson's behalf, to the Claims Court for ajudication. In the court, Mr. Gleeson and BCA filed suit for $13.5 million. In a 56-page finding to the judges, trial Comr. Marion T. Bennett ruled that BCA's financial troubles were due to the general condition of the firm [AT DEADLINE, Feb. 18].

The Court adopted the trial commissioner's findings and stated that neither BCA nor Mr. Gleeson are entitled to recompense by the government for any losses. The Court, agreeing with Comr. Bennet, ruled that these losses "arose from the plaintiff's other activities" and that "plaintiff's intermingling of these losses with those respecting television casts serious doubt on the credibility of plaintiff's evidence with respect to television losses, if any, and vitiates any possible equities in his favor. . . . Many of [the losses] are entirely anticipatory and speculative and . . . not attributable to . . . defendant."

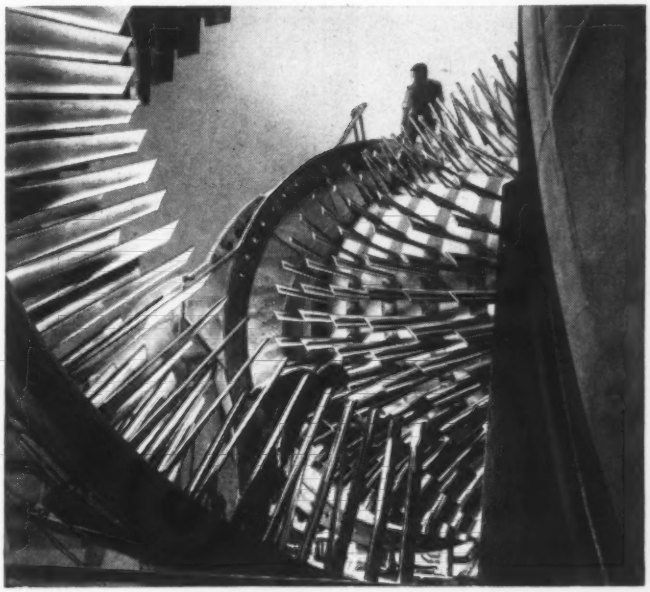
U. S. Tax Court Opines Sale Of Marx Show Was Capital Gain

The U. S. Tax Court has rendered an opinion that the 1950 sale of *You Bet Your Life* by Groucho Marx and his partner, producer John B. Guedel, to NBC for $1 million is subject only to a capital gains tax and not personal income tax.

The Internal Revenue Service had claimed that only one quarter of the sales price was subject to capital gains, and that the rest was regular income. Not so, said the court, which found no part of the $1 million to be services taxable as ordinary income.

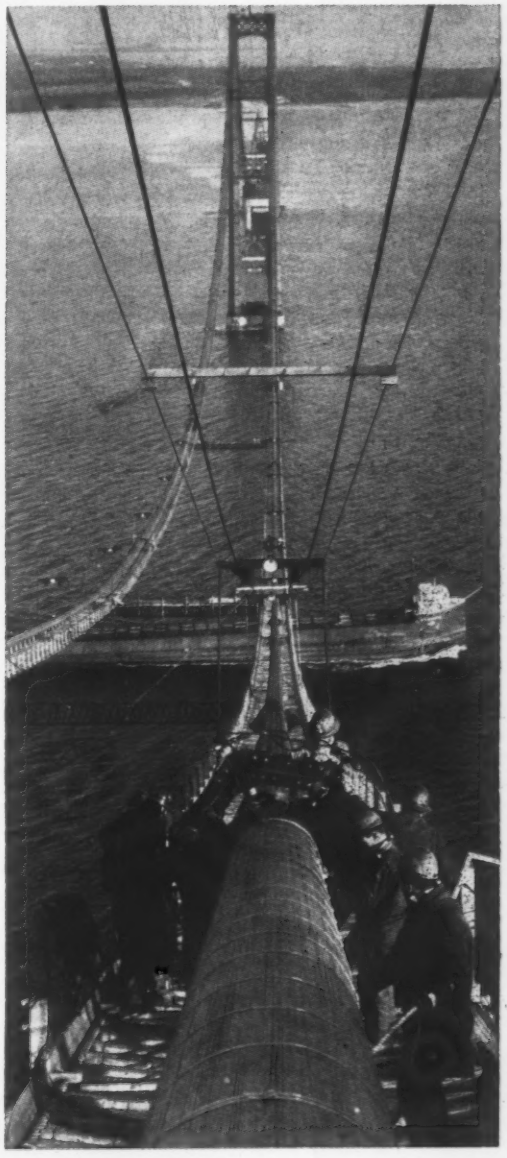
It noted that the sales price was set by independently-offered sealed bids of $1 million (from both NBC and CBS) which established it as the fair market value. The court also commented that it is aware that stars often try to sell shows at the most favorable tax rate. But in this connection, it reminded tax officials that "it has long been recognized that a taxpayer may decrease the amount of what otherwise would be his taxes, or altogether avoid them by any means which the law permits." IRS can take this to the U. S. Court of Appeals.

Only STEEL can do so many jobs so well



Stainless Steel Porcupine. This ferocious-looking machine bristles with Stainless Steel spikes, and for a good reason, too. It's the main drive compressor for a supersonic wind tunnel at the National Advisory Committee for Aeronautics' Lewis Flight Propulsion Laboratory in Cleveland. It delivers a ton of air per second at a velocity of 1200 to 1800 miles per hour! The tunnel will test full-size turbojet and ramjet engines.

It's Mowing Time Again. And a clean-cutting all-steel rotary power mower like this can help you do the job faster and with less work. The all-steel deck is tough and unbreakable. The mower blade is steel, too, because steel is the only commercial metal that will take and hold a keen cutting edge.



41,000 Miles Of Wire. This picture was taken on the world-famous Mackinac Bridge, now under construction by American Bridge Division of United States Steel. The all-important main suspension cables contain 41,000 miles of $^{3}/_{16}$-inch-diameter tough galvanized steel wire supplied by American Steel & Wire Division. The cables are laid four wires at a time by a traveling "spinning wheel." Each cable is over two feet in diameter and contains 12,580 wires.

UNITED STATES STEEL

USS

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE *and* CYCLONE FENCE . . COLUMBIA-GENEVA STEEL
CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE . . OIL WELL SUPPLY
TENNESSEE COAL & IRON . . UNITED STATES STEEL HOMES . . UNITED STATES STEEL PRODUCTS
UNITED STATES STEEL SUPPLY . . *Divisions of* **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY

7-1258

Watch the **United States Steel Hour** on TV every other Wednesday (10 p.m. Eastern time).

GATES SOLD TO HARRIS-INTERTYPE

- **Broadcast equipment firm sold for undisclosed amount**
- **Present organization will continue to operate company**

The long-pending sale of Gates Radio Co., pioneer electronics and broadcast equipment producer, to Harris-Intertype Corp., leading manufacturer of printing-publishing supplies, was consummated Tuesday [CLOSED CIRCUIT, Oct. 28].

The Cleveland-based company announced it had acquired all Gates' common stock in a cash transaction for an undisclosed amount as part of a "diversification" and "growth-industry" buying program. The purchase was announced Wednesday by George S. Dively, chairman and president of the company, which claims annual running sales of approximately $60 million.

Gates will continue to headquarter in Quincy, Ill., with Parker S. Gates remaining as president, reportedly on a long-term-contract basis. It will operate "on a decentralized basis with the present organization," according to the announcement.

Mr. Dively said the purchase of Gates, the fifth major transaction for Harris-Intertype since 1952, "fits into our long-range program, which includes some diversification into lighter products with strong growth potential, such as electronic equipment—particularly since the application of electronics is becoming more and more important in the printing equipment field. Also, radio as well as tv are companions to printed material in advertising and in communications generally."

Harris-Intertype has been seeking an electronic arm or subsidiary because of its electronic control system and phototype-setting activities. The acquisition of Gates has been under consideration for more than a year, it was acknowledged, along with the possible purchase of "several other electronics firms." The company maintains a continuing list of 100-150 such growth prospects. At one time it owned Air Tronics Co., a research firm.

"Gates is a well-established, high-quality electronics manufacturer, with a solid base in broadcasting equipment, which is showing a good growth trend," Mr. Dively explained. "The company will continue to specialize in equipment and services for the radio broadcasting industry, and in addition should provide Harris-Intertype with an operating base for broader developments in the rapidly expanding electronics field."

One of Gates Radio Co.'s newest product developments, it's known, is a new 5-kw color transmitter (usable for black-and-white), slated to be marketed next spring, with such claimed features as low-cost, new technical advancements, and compactness and simplicity of design. Last year it pioneered development of the Gates "Auto-Station" for automatic programming.

AFTER *the signing, Parker S. Gates (l), president of Gates Radio Company, and George S. Dively, chairman and president of Harris-Intertype Corp., pause before starting discussions on the future of the newly joined firms.*

Sales and profit figures of Gates, pioneer broadcast equipment manufacturer now observing its 35th anniversary, have always been closely guarded. But, according to Harris-Intertype's announcement, Gates' sales run about $6 million annually, with net income after taxes of about $500,000. H-I also disclosed its own balance sheet as of June 30, 1957 (end of its fiscal year), showing sales of $59,078,826 and net income of $4,733,045.

Formerly known as Harris-Seybold Co., the buyer changed its name last June after merging with the $16 million Intertype Corp., Brooklyn, N. Y. It is regarded as perhaps the world's leading manufacturer of printing and publishing equipment and supplies, including presses, typesetting machines, power paper cutters and lithographic chemicals and supplies. The company has 5,000 employes in the U. S. and abroad, with main plants in Cleveland, Dayton, Brooklyn, Westerly (R. I.) and Slough, England, smaller plants in a half-dozen other cities, and some 15 sales offices.

The Gates Radio Co. was founded in 1922 by Henry and Cora Gates and pioneered in radio receiving equipment with an annually rising sales curve for am-fm-tv transmitters, along with automatic programming units, communications systems and various by-products. Gates claims perhaps 60-70% saturation of U. S. am-fm stations now and an all-time mark of 90-95% in terms of its equipment. Taking military contracts into account, 85-90% of its business derives from broadcast equipment.

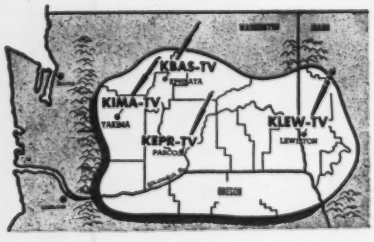
Galvin Enumerates Factors In Upped Motorola Earnings

An improved "price-to-cost relationship" in the tv receiver field and other factors are cited by Robert W. Galvin, president of Motorola Inc., Chicago, as reasons for the company's increased earnings the first nine months of 1957 over the same period last year.

Mr. Galvin reported earnings of $5,350,-422 ($2.76 per share) and sales of $166,023,-

I'm a patient man, Smidley.

Lord knows how long I've waited for just one Cascade order across this desk. But I've had it. I won't sit here and let an exclusive billion dollar market be ignored. If you can't spot the West's biggest TV buy—one of the nation's top 75, then Smidley, in my book, you're no time buyer. And heaven knows I've tried.



CASCADE
BROADCASTING COMPANY

NATIONAL REP.: WEED TELEVISION

PACIFIC NORTHWEST: MOORE & ASSOCIATES

To Get All the Facts on AM Equipment

CALL GATES FIRST

TWENTY-FIVE GATES AM SPECIALISTS, located from coast to coast, are ready to assist you with your station planning. Gates sales engineers are continually presenting ideas that range from better ways of utilizing broadcasting equipment to new engineering techniques. The Gates field men know the broadcasting business, and their experience in this industry is highly valued by station executives. Their recommendations on new equipment and methods of operation have won world-wide respect for them and for Gates. Each Gates sales engineer is backed by a company whose primary aim is service to the giant industry of broadcasting. Gates provides a seemingly endless line of quality products from which to choose . . . a complete and perfect selection of broadcasting equipment. This huge selection of Gates manufactured products gives you a distinct advantage, because with Gates, there is only one line of distribution . . . from the Gates plant to the station ordering the equipment. Yes, it is important to you, the broadcaster, to **remember that every Gates nameplate means — "Manufactured by Gates."**

The twenty-five Gates sales engineers, conveniently located from coast to coast, are ready to serve you when needed . . . let them put their years of broadcasting experience to work for you. Call the Gates field man nearest you today.

For the name of the Gates sales engineer serving your area, write to the Gates Radio Company, Quincy, Illinois.

GATES

GATES RADIO COMPANY, Quincy, Ill., U.S.A.

MANUFACTURING ENGINEERS SINCE 1922

OFFICES — NEW YORK - WASHINGTON D. C. - LOS ANGELES - HOUSTON - ATLANTA

INTERNATIONAL DIV., 13 East 40th St., New York City — In Canada, CANADIAN MARCONI COMPANY

034 for the period ended Sept. 30 During the third quarter, earnings hit $1,940,644 and sales $60,356,275.

Aside from the tv field, other reasons for Motorola's improved earnings picture, according to Mr. Galvin, were a considerably better sales record for high fidelity products, smoother contracts for car radio production, a 10% boost in two-way radio and microwave business, operation of the transistor division at a break-even point (contrasted to last year's research and development costs) and a status quo in military electronics despite national defense cutbacks.

Zenith Unveils 8-Band Radio

An all-transistor radio set with eight-wave-band tuning was unveiled Tuesday by Zenith Radio Corp. which claimed the model is the first of its kind in the world.

The receiver (the Trans-Oceanic portable) operates with ordinary flashlight batteries up to a maximum of 300 hours and weighs 13 pounds, about half the weight of conventional shortwave portables, according to L. C. Truesdell, Zenith vice president and sales director. Reception includes international shortwave, ship-to-shore communications and Coast Guard weather reports, plus standard broadcast transmission. The suggested list price is $250, including Nike batteries.

MANUFACTURING SHORTS

Reeves Soundcraft Corp., N. Y. and L. A., announces plant designed specifically for manufacture of magnetic tapes by automation. Completion of 50,000 sq. ft. plant in Danbury, Conn., is scheduled for mid-1958. With operation of new plant, company plans to increase its work force 100%, it reported.

Rek-O-Kut Inc. has dedicated new $250,000 manufacturing plant at Corona, N. Y., reportedly providing doubled production capacity for firm's custom lines of recording turntables, tone arms and cartridges.

RCA reports shipment of 24-bay antenna to WMBD-TV Peoria, Ill.

General Electric Co. has reported shipments of 50 kw transmitter to WCDA (TV) Albany, N. Y.; used 5 kw transmitter to Joseph P. Ernst for ch. 10 at Worland, Wyo.; 12 kw transmitter to WANE-TV Fort Wayne, Ind.; five-bay helical antenna to WBAE (TV) Atlanta; five-bay helical antenna to WHYN-TV Springfield, Mass., plus one-bay helical antenna for use while changing to ch. 40 from ch. 55; six-bay batwing antenna to WDSM-TV Superior, Wis.; studio camera to KTRE-TV Lufkin, Tex., and one to WTVS (TV) Detroit, and relay switching system to KTNT-TV Seattle-Tacoma, Wash.

Audio Devices Inc. reports sales of recording tape for third quarter of this year were 59% ahead of same period last year and were largest for any quarter in history of company. Firm also reports it has leased additional factory building which will raise its manufacturing operating space to 60,000 sq. ft. New building is adjacent to company's existing plant in Glenbrook, Conn.

Fund for Republic Taking Bids For Robert Sherwood Awards

The third annual competition for the Robert E. Sherwood awards for television programs dealing with freedom and justice has been announced by Robert M. Hutchins, president of the Fund for the Republic. The fund established the awards in 1955 in memory of Mr. Sherwood, who was a director of the fund at the time of his death.

First prize will be $10,000 for the best program of any type dealing with freedom and justice. Four $1,000 awards will be given to programs considered to have outstanding merit. Citations of honorable mention also will be given to those programs judged notable.

Judges are: Mrs. Eleanor Roosevelt; James J. Rorimer, director of the Metropolitan Museum of Art, New York; Buell G. Gallagher, president of the College of the City of New York; Robert M. Purcell, president of KFWB Los Angeles; Gilbert Seldes, author and critic; Harrison Tween, attorney, and Philip H. Willkie, president of the Rushville (Ind.) National Bank.

Deadline for submission entries is May 31, 1958. Last year's competition attracted some 140 nominations. They may be made by mail or phone to the fund at 60 E. 42nd St., New York.

WFAA-TV Tornado Story Cited

Coverage of the April 2 tornado in Dallas by WFAA-TV there won that station the 1957 media award for excellence in reporting at the annual Southwest Journalism Forum at Southern Methodist U. Bob Tripp, news director, WFAA-AM-TV, accepted the award from Dr. Willis M. Tate, SMU president.

Sylvania Reschedules Awards

The seventh annual Sylvania Television Awards presentations will be made Jan. 16, 1958, at the Plaza Hotel, New York, instead of the usual presentation in early December. The change was made in response to suggestions from members of the 30-man field critics' panel who wanted to bring the awards into line with the calendar year.

Under the new set-up there will be four complete quarters of balloting by the panel of newspaper television critics throughout the country. This system makes the entire new fall season of shows eligible for the awards. The board of judges and representatives from the panel will meet Jan. 3-5 to choose the winners.

L. A. Art Contest Announced

Deadline for preliminary entries for the 13th annual exhibition of western advertising and editorial art is Thursday, Arthur J. Sherman, exhibition chairman of the Art Directors Club of Los Angeles, sponsor of the exhibition, has announced. Judges will screen entries during the next three days and will mail their acceptances Nov. 20. Final entries are due Dec. 9, and a national jury of advertising executives will select the winners Dec. 20. An awards dinner will be held Feb. 7 at the Statler Hotel and entries will be publicly displayed two weeks.

Some 20 categories of advertising and editorial art are covered by the ADC specifications, including five types of tv commercials: live commercials (to be submitted on 16 mm kinescopes), film commercials using live technique, film commercials using animation, limited action commercials (continuity slides, telop art cards) and miscellaneous (single frame slides, product displays, etc.).

AWARDS

Walter McCreery, president, Walter McCreery Inc., Beverly Hills, Calif., was presented Los Angeles County Council American Legion award of merit Nov. 1, "in recognition of his advertising and publicity services, performed over a period of years, contributing to the success of our Rehabilitation Fund projects."

Bonnie Dewes, account executive at D'Arcy Adv. Co., St. Louis, to be cited by local Women's Adv. Club as "St. Louis Woman of the Year" at its annual awards dinner in Hotel Chase Nov. 14. She will be honored for planning and production of advertising campaign for Laclede Gas Co. in all media.

WGR-TV Buffalo, N. Y., received bronze plaque from Lions Club of Western N. Y. for ". . . outstanding local and world-wide news coverage."

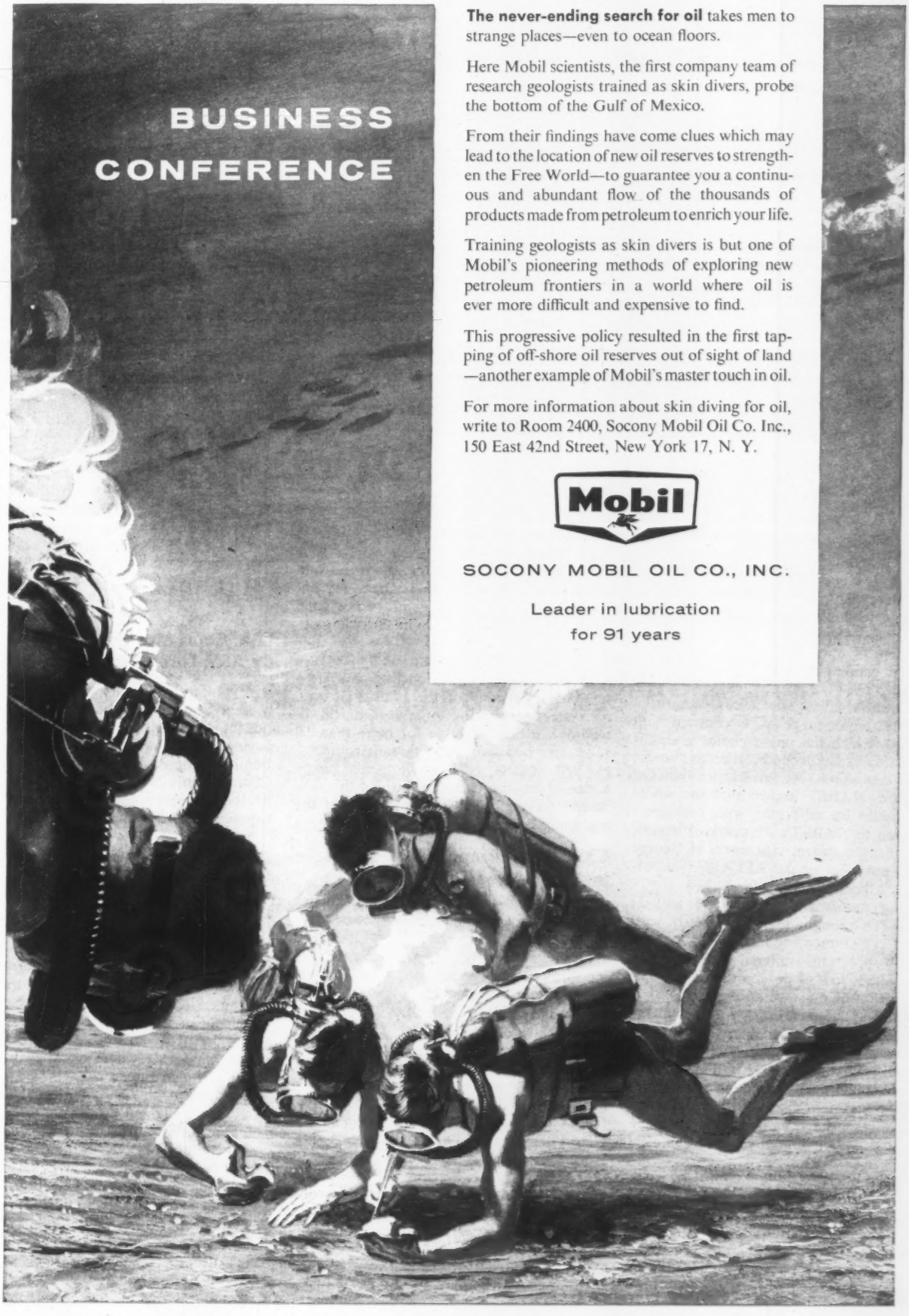
Carroll Alcott, KNX Los Angeles news staff, given certificate of honor by Los Angeles Civil Service Commission for "generous assistance to the city in filling critical personnel needs, especially in the ranks of firemen and police officers."

Ralph Edwards, host of NBC-TV's *This Is Your Life,* honored by American Heart Assn. for second time. He received its Gold Heart on anniversary of raising $1.64 million on his *Truth Or Consequences* program 10 years ago, making it possible for association to become full-fledged public health organization.

Sheldon Peterson, news director of WTCN-AM-TV Minneapolis, given certificate of service by Colorado Medical Society in Denver for "insight into affairs of the medical profession and public health" while associated with KLZ-AM-TV Denver for 10 years.

Rush Ashton, KNX; **Dorothy Gardiner,** KTLA (TV); **Norma Gilchrist,** formerly with KTTV (TV); **Mary Hickox,** KFI; **Norma Young,** KHJ, and **Mildred Younger,** KABC, all stations in Los Angeles, received certificates of appreciation from Goodwill Industries of southern California for "the support they have given this charity over the years."

WNAX Yankton, S. D., received Golden Mike Citation for *Farm Facts and Comments* from National American Legion Auxiliary. Award given for its "notable contribution to the interest, enlightenment, entertainment and inspiration of South Dakota youth through radio."



The never-ending search for oil takes men to strange places—even to ocean floors.

Here Mobil scientists, the first company team of research geologists trained as skin divers, probe the bottom of the Gulf of Mexico.

From their findings have come clues which may lead to the location of new oil reserves to strengthen the Free World—to guarantee you a continuous and abundant flow of the thousands of products made from petroleum to enrich your life.

Training geologists as skin divers is but one of Mobil's pioneering methods of exploring new petroleum frontiers in a world where oil is ever more difficult and expensive to find.

This progressive policy resulted in the first tapping of off-shore oil reserves out of sight of land —another example of Mobil's master touch in oil.

For more information about skin diving for oil, write to Room 2400, Socony Mobil Oil Co. Inc., 150 East 42nd Street, New York 17, N. Y.

Mobil

SOCONY MOBIL OIL CO., INC.

Leader in lubrication
for 91 years

RTDG-NABET-NBC STILL SNARLED

- **Directors' move to shortcut orders ends in confusion**
- **NBC-TV, caught with camera chaos, seeks agreement**

NBC-TV faced the possibility of disruption of its programs over the past weekend when all-day negotiations through Thursday midnight failed to resolve a dispute between the National Assn. of Broadcast Employees & Technicians and the Radio and Television Directors Guild over program directing procedures.

After Thursday night's last minute efforts at arbitration failed, RTDG issued an announcement early Friday morning instructing its members to return to work at NBC-TV under conditions it claims it has had legally for the past seven years but had not exercised until Nov. 1. On that date, RTDG members were instructed by the union to talk directly to cameramen and other personnel of the technical crew (NABET members) during pre-dress rehearsals and on the telecasts of unrehearsed programs, instead of relaying their instructions through technical directors (also NABET members), which has been the practice at NBC-TV for 10 years. An RTDG spokesman said that at ABC-TV and CBS-TV, program directors do not work through technical directors on similar assignments.

On Nov. 1 and 2, various NBC-TV programs were disrupted when RTDG directors attempted to implement their union's directives. RTDG then agreed to return to the old system of operation until last Thursday midnight pending discussions with NABET and NBC-TV.

Arbitration failed when RTDG insisted that only the language of its contract with NBC-TV, which the union claims grants it the right to bypass technical directors under certain conditions, should be the basis of discussion. NABET argued that the whole issue should be arbitrated with consideration given to NABET's 10 years of experience under the system. The name of George Meany, president of the AFL-CIO, was offered as a possible arbitrator.

During the two days (Nov. 1 and 2) when RTDG sought to work directly with NABET cameramen and technicians, various NBC-TV programs suffered from wobbly camera shots, loss of program segments and the intrusion of off-stage voices.

NABET spokesmen insisted their cameramen and technicians acted to the letter of the program directors' instructions. According to RTDG officials, NABET kept haggling about the precise amount of light desired by the camera director, the exact number of mikes wanted and, in general, made working conditions "confusing and intolerable."

NABET officials said that confusion is expected to result if "a director is incapable of giving all the necessary cues to the technical crew." They contended that technicians "followed the directors' cues when given but the absence of cues by the director resulted in something less than the usual flawness productions." While NABET conceded that RTDG has the legal right to make its demands, officials said the system of having program directors talk through NABET-controlled technical directors to technicians and cameramen "was born seven years ago out of sheer necessity," because "men were needed who could filter the 'Cloud 14' dreams of program directors."

Earlier last week RTDG took out paid newspaper advertisements indicating that NABET officials were acting "like the leaders of a gang of saboteurs." RTDG also said that "cameras panned at the ceiling or meditatively contemplated the floor. Mike booms became immobile. Superbly trained technicians, masters of their intricate crafts, became amateurs sporting with deadly toys. Programs which represented many thousands of dollars struggled through rehearsals and came before the public as travesties of the television art. Recognizing their inability legally to oppose the contracts, the technicians instead resorted to the destruction of NBC's product."

The directors union also criticized NBC for its conduct during the weekend of Nov. 1-2, saying:

"The management of NBC, apparently transfixed by fear of the damage NABET could do, gave the directors little or no support. Yet in a number of instances, the unremitting efforts of our members put good programs on the air despite the crippling opposition encountered."

A NABET official told BROADCASTING late Thursday that his union wanted a "reasonable discussion" of the issues. He said the system of working through technical directors had been in force for more than 10 years and had worked out "satisfactorily." He felt RTDG could have given ample notice of its dissatisfaction instead of "suddenly" serving "an ultimatum" before the beginning of weekend programming.

CBS, IBEW Prepare for Battle In Court After First Skirmish

The off-and-on battle between CBS Inc. and the radio-tv engineers of Local 1212, International Brotherhood of Electrical Workers, appears headed for a court hearing, but chances are that no "rush" tag will be attached to the docket.

This development follows a denial issued Nov. 1 by U. S. District Court Judge Sylvester J. Ryan to CBS' motion that it be granted summary judgment against the local and thus take title to $100,000 in damages resulting, CBS claims, from the IBEW-imposed blackout of a WCBS-TV New York telecast [PERSONNEL RELATIONS, April 29, *et seq.*].

However, while denying the first CBS motion, Judge Ryan acceded to its second motion: to dismiss as invalid Local 1212's $150,000 countersuit based on allegations that CBS twice violated its contract with the union. Judge Ryan felt that regarding the first motion, testimony would be required to resolve "conflicting interpretations" of the CBS-IBEW contract and then find out exactly what transpired April 21, when the Pepsi-Cola Metropolitan Bottling Co.-sponsored remote was scheduled.

He dismissed the union's $150,000 countersuit because it had waited more than six months between the last alleged breach of contract and the filing of the counterclaim. The court held that the CBS-IBEW contract states "Where any specific grievance has been brought to the attention of CBS and the union and has not proceeded to arbitration . . . for a period of six months subsequent to the date upon which such grievance was first brought to the attention of CBS, said grievance shall be deemed finally waived and disposed of and may not be subsequently 'arbitrated.'" IBEW contends that CBS gave lighting assignments to rival unions in preparing a 1955 *Mama* program and a March 1957 *Odyssey* program. IBEW's chief rival is Local 1, International Alliance of Theatrical Stage Employes & Moving Picture Operators (IATSE), which has entered the CBS case as a third party.

Though Robert Silagi of Scoenwald, Silagi & Seiser, IBEW's counsel, hailed Judge Ryan's decision as "a victory" for his clients, Emanuel Dannett of McGoldrick, Dannett, Horwitz & Golub, outside counsel for CBS, was quick to challenge his rival's statement that the judge had "upheld the union's contentions . . . ruling that there was serious doubt that Local 1212 had in fact caused a work stoppage." Claiming this was "certainly not" the case, Mr. Dannett said that "the judge's opinion is quite clear."

L. A. Court Must Hear Petition By AFM Local 47 on Trust Funds

A petition by a group of members of Hollywood Local 47 of the American Federation of Musicians for an injunction to halt payments into the Music Performance Trust Funds will be back in Los Angeles Superior Court shortly, following last week's ruling by the California Supreme Court that the superior court does have jurisdiction.

The case possibly will be heard before Christmas and probably before Superior Court Judge John J. Ford, who heard the original arguments, according to attorney Daniel A. Weber, who with Harold A. Fendler, represents the rebel musicians.

Judge Ford denied the petition on the ground the court lacked jurisdiction because Samuel R. Rosenbaum, trustee of the funds and an indispensable party to the action, is a resident of New York [PERSONNEL RELATIONS, Jan. 28]. This decision was appealed to the California Court of Appeals, which reversed Judge Ford's ruling. That decision was appealed to the California Supreme Court, which agreed with the appellate court and sent the case back to the superior court.

The ruling will become final in 30 days, unless the AFM blocks it by persuading the State Supreme Court to rehear the case or the U. S. Supreme Court to review it.

The petition for a preliminary injunction halting further payments into the trust funds and for a receivership to hold them is part of the plaintiffs' attempt to upset the trust fund provision of the agreements negotiated by the national AFM with the employers of musicians for work on films and recordings.

ROGER HODGKINS, *Chief Engineer, WGAN-TV, Portland, Maine,* **SAYS:**

"After 1500 hours of on-scene operation, this G-E camera tube still shows no stickiness!"

"THE General Electric camera tube I'm holding has given WGAN-TV more than 1500 hours of top-grade service. And that's with target voltage up. Count the time the filament was lit during camera warm-ups, and you can increase the hours even more.

"At no time has there been a fall-off in picture quality. Resolution is still excellent, burn-in is negligible. In fact, we can use this G-E tube today and be sure of sending out a signal that meets WGAN-TV's high quality standards.

"Our General Electric camera tubes match WGAN-TV's policy of using only the finest equipment. They produce superior pictures and return full-dollar tube life, a combination that is helping us maintain WGAN-TV's reputation of 'traditionally Maine's finest'."

* * *

For quality performance that will please your audience and your advertisers, replace with G-E Broadcast-Designed image orthicons! Your local General Electric tube distributor stocks GL-5820's. Phone him today! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Kentucky.*

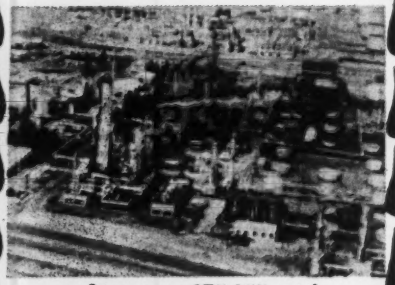
Progress Is Our Most Important Product

GENERAL ELECTRIC

181-103

60,000+

Over 60,000 producing oil wells help make West Texas Television Network's Triple Market the richest TV buy in the oil patch.



reaching over 275,255 sets!

K/DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS

NATIONAL REPRESENTATIVES THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

DATELINES

Newsworthy News Coverage by Radio and Tv

Radio-tv newsmen, favored over print competitors by the Sunday morning break on Sputnik II Nov. 3, followed through by turning up new angles throughout the week. To supplement reports and recorded Sputnik signals, stations all over the country kept telephone and shortwave circuits to Moscow busy with broadcast interviews.

This is how some of them handled developments on the new Red launching:

FORT WAYNE—When the President gave his network speech Thursday night, WOWO Fort Wayne, Ind., was ready with follow-up commentary by rocket expert and Eisenhower critic Norman Baker. Taped remarks by the editorial writer of *Missiles & Rockets* magazine were fed to all Westinghouse Broadcasting Co. stations.

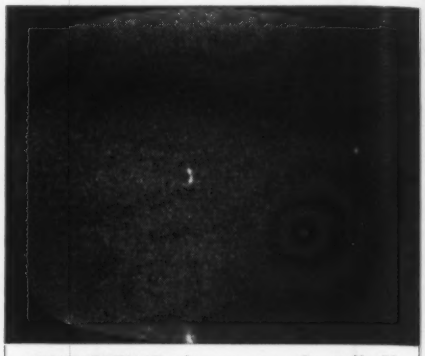
In Fort Wayne for a speech before the local section of the American Rocket Society (which he founded as an Indiana Tech. College student), Mr. Baker also was heard Wednesday in a half-hour interview by WOWO newsmen Frank Goerg, Hal Cessna and Bud Stone. Both radio appearances preceded his speech before the society.

ST. LOUIS—Joining the early morning moonwatch, cameraman Larry Johnson of KTVI (TV) St. Louis came up with films of Sputnik II which were used on news shows that evening by KTVI and ABC-TV (see picture). He got the historic shots at 5:50 a.m. from the roof of a downtown building, using a six-inch lens, and filming the bullet-shaped satellite the full two minutes it was visible.

MOSCOW—The total space picture evolved last week from a multitude of direct reports from Moscow by enterprising stations. Bill Clark of WERI Westerly, R. I., following up a Canadian station's report that Moscow planned a Moon flight soon, got a denial by shortwave Tuesday from a Radio Moscow announcer. Mr. Clark's report was carried twice on MBS newscasts. Richard Johnson of CFCF Montreal earlier had been told by a Radio Moscow newsman that the first Soviet Moon rockets would feature ape passengers. Any plans for a Soviet trip to the Moon also were discounted in a telephone interview by Ray Carnay of KIOA Des Moines with Nikolai Kuznetzoff, editor of the Soviet news agency, Tass.

An early-week report that there was an apparatus in the Red satellite to catapult the dog, Laika, back to Earth was turned up by Fred Anderson, news director of WHYE Roanoke, in a telephone call to Radio Moscow. Mr. Andreson's source, wary lest the story be discounted (as it was later), would identify himself only as "George." The dog at that time was going by the name, "Curly." Newscaster Johnnie Rayburn of WEEK-AM-TV Peoria, Ill., talked to Radio Moscow early in the week and got details on the launching achievement.

BOSTON, PITTSBURGH and CLEVELAND—Westinghouse Broadcasting Co. stations—WBZ - WBZA Boston - Springfield, KDKA-AM-TV Pittsburgh and KYW-AM-TV Cleveland—carried the exclusive report Wednesday of an eyewitness who was nearly burned by a mysterious object that has been seen over the U. S. recently. Westinghouse correspondent Streeter Stuart was the first newsman to talk with James Stokes, a staff member of the Upper Air Research Center at Alamogordo, N. M. Mr. Stokes and two companions claimed they were close enough to feel its heat, which they compared to that of a sunlamp. The interview was conducted from the WBC Boston news bureau.

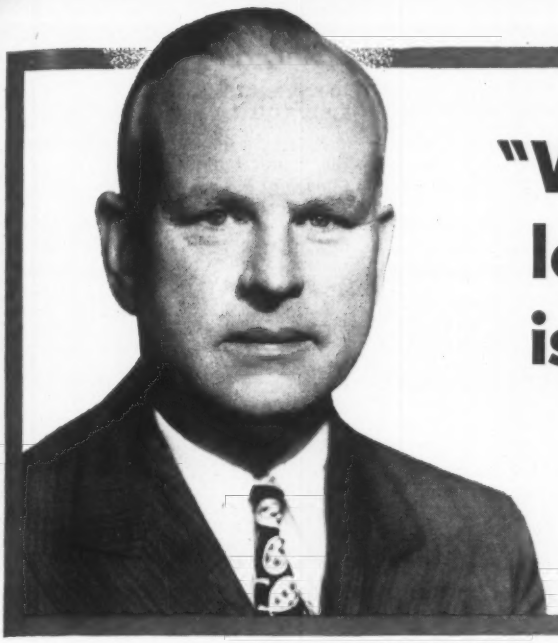


DINNERTIME viewers saw Sputnik II Wednesday on ABC-TV's *John Daly and the News* by means of film shot at dawn that day in St. Louis and picked up by ABC Chicago.

MIAMI—Cameraman Bob Brumfield of WTVJ (TV) Miami, brought back both a fugitive from police and film footage documenting the chase Thursday afternoon. A mother who had stolen her baby away from its quarters at the State Welfare Bureau of Miami was the object of a police dragnet across the city for two hours. She was spotted at one point by a Welfare Bureau worker, who stumbled and fell. But when Mr. Brumfield encountered the mother, he retained his poise, telling her, "I'm with the police. You'll have to come with me." She surrendered and with the baby was led to the nearest squad car. Mr. Brumfield filmed the apprehension at 5:30 p.m. and rushed the footage back to WTVJ studios for record-time processing and use on the 6:30 news show.

WASN'T KIDDING

Reporter Bob Keim of WADS Ansonia, Conn., had a close call "on the air" while recording his new program series, *Report From Europe*, during a recent Crusade for Freedom observation tour of Radio Free Europe. While he was taping a broadcast at the German-Czech border a shot rang out. On the recording, to be aired tomorrow (Tuesday) Mr. Keim is heard to say, "Ladies and gentlemen —that was a shot that just rang out, and I'm not kidding." German border guards stood ready with loaded, cocked rifles, but no further incident took place and no protest was made.



"We at Goodrich look forward to each issue of Ad Age..."

says **JOSEPH A. HOBAN**
Vice-President/Marketing
The B. F. Goodrich Company

"Factual, dependable information on advertising and merchandising can be found each week in Advertising Age. We at B. F. Goodrich look forward to each issue, and in arriving at our own business decisions, make use of the many articles and helpful facts that it contains."

JOSEPH A. HOBAN

Mr. Hoban came to The B. F. Goodrich Company after getting his LL.B. from the University of Cincinnati and passing the Ohio State bar examination. He was offered a position in either the legal or sales departments and, on the advice of the personnel manager, decided to go into selling. Judging from his impressive record in selling and marketing during the more than 30 years he has been with Goodrich, Mr. Hoban has had little reason to regret his choice. Beginning as a tire salesman, he quickly advanced first to branch manager of the Pittsburgh area, and then to manager for the Chicago zone. After various other positions of responsibility in the Goodrich tire marketing organization, Mr. Hoban was named vice-president of the tire division in 1953. Three years later, he became marketing vice-president for the entire company. This busy executive says he still enjoys contacting customers and prospects, and feels that personal demonstration of selling techniques means far more to salesmen than office instruction.

Every Monday, like clockwork, most of the advertising executives who are important to you—those who *influence*, as well as those who *activate* major broadcast decisions—look forward to Advertising Age. For here in one package they find not only the news, trends and developments of their fast-moving field, but helpful sales messages about markets and media.

At the B. F. Goodrich Company, for example, which chalked up the second best year in its history in 1956, more than a quarter of the firm's advertising budget for measured media was allocated to television. The world's fourth largest rubber company, Goodrich spent more than $1,300,000 for tv in 1956 to advertise some of the products of its tire and footwear and flooring divisions.

Each week, *14 paid-subscription copies of Ad Age* bring "factual, dependable information on advertising and merchandising" to B. F. Goodrich executives. Further, *671 paid-subscription copies* reach decision-makers at Batten, Barton, Durstine & Osborn, Inc., The Griswold-Eshleman Co., and McCann-Erickson, Inc., the agencies handling Goodrich televised products.

Add to this AA's more than 39,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 11,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 145,000— and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

ABC ABP NBP

1 Year (52 issues) $3

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

Pace Named General Manager Of KABC, Director of KGO

John H. Pace has been named general manager of KABC Los Angeles and managing director of KGO San Francisco, it was announced Friday by Robert E. Eastman, American Broadcasting Network president. Both stations are owned by ABC. Mr. Pace, who will assume his new post Dec. 1, has resigned as executive vice president and general manager of Public Radio Corp., owner of KAKC Tulsa and KIOA Des Moines. Mr. Pace succeeds John Hanson, resigned, at KABC. His post at KGO is newly created.

MR. PACE

Mr. Pace was general manager of KCIJ Shreveport from 1952-55 and general manager of KLEE Houston from 1948-52. Before this he served in various capacities in the Fort Worth and Houston markets.

Harmon Heads XEAK U. S. Unit For Domestic Sales, Programs

James Harmon, former program director of KFMB-TV San Diego, has been elected president of California Broadcasters Inc., organization which has charge of programming and U. S. sales for XEAK, Mexican station operating on 690 kc with a new GE 50-kw transmitter about 12 miles from Tijuana in Baja (Lower) California [STATIONS, April 22]. Station previously used call letters XEAC.

Robert Harmon, brother of James, is a vice president of CBI. Ashley Robison, former half-owner and executive vice president of KCCC-TV (now KBET-TV) Sacramento, Calif., is secretary-treasurer. Bill E. Brown, formerly sales manager of KOBY San Francisco, is vice president in charge of operations. Charles E. Morin, formerly sales manager of KNX Los Angeles and the CBS Pacific Radio Network, is CBI vice president for sales, with headquarters in the Knickerbocker Hotel, Hollywood.

XEAK is licensed to Jorge I. Rivera; Dean Simmons, veteran Los Angeles advertising man who was one of the organizers of CBI, has sold his interest in the company to Mr. Robison, a CBI spokesman reported.

Young Rep Firms Add Clients, Announce Three Staff Changes

Adam Young, president of the Adam Young representation companies, announced last week that Young Television Corp. has added three clients to its roster: WNOW-TV York, Pa., WLOF-TV Orlando, Fla., and KGHL-TV Billings, Mont., the latter two being grantees not yet on the air. Young Representatives Inc., which represents radio stations in medium-sized markets, has been named to represent WKAB Mobile, WNOW York and WAEB Allentown, Pa., according to Mr. Young. He added that Adam Young Inc., which represents radio stations in major markets, recently added KVAN Portland, Ore., to its client list.

Mr. Young also announced a series of appointments to the company's staff, topped by the promotion of Peter F. Yaman to the post of eastern sales manager of Young Television Corp. He joined the company's sales staff in 1956 after an association with ABC. Other appointments: Augustine L. Cavallaro to the New York sales staff of Young Television Corp., and Pierce Foster to the New York sales staff of Young Representatives.

NBC Names Shepard to Head Newly-Acquired WJAS-AM-FM

H. W. Shepard, special projects director of WJAS-AM-FM Pittsburgh since June 1956, has been appointed general manager of the stations, according to Thomas B. McFadden, vice president of NBC owned stations and NBC Spot Sales. The stations were purchased by NBC from Pittsburgh Radio Supply House Nov. 1. Mr. Shepard has been manager of new business and promotion and director of radio sales for NBC Spot Sales.

MR. SHEPARD

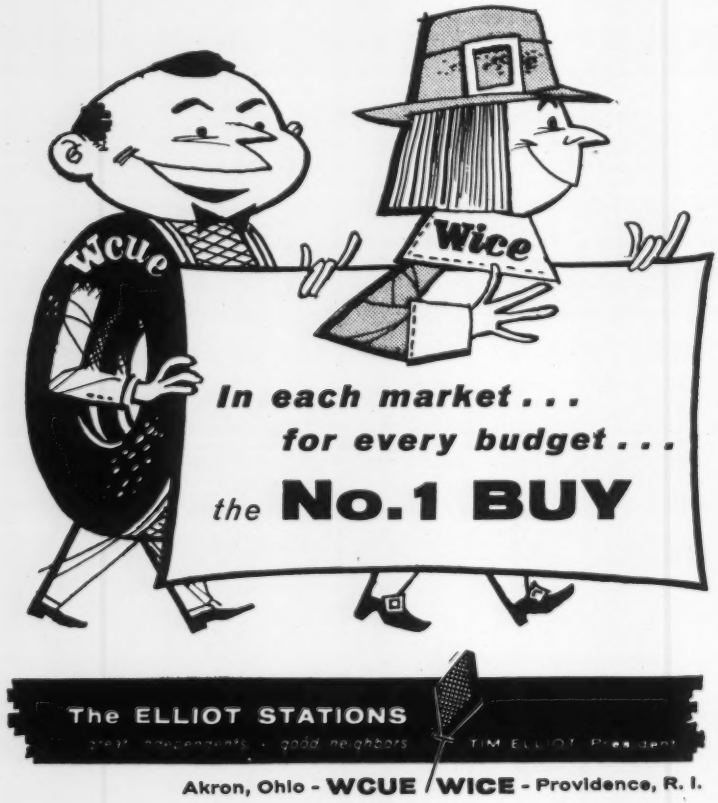
In turn, Mr. Shepard announced the selection of Martin Pollins as sales manager and Oscar Campbell as business manager of WJAS-AM-FM. Mr. Pollins joined NBC in 1955 as salesman for NBC Radio Spot Sales and previously had been account executive with WOR-TV New York and WAAT and WATV (TV) Newark. Mr. Campbell has been chief accountant of NBC-owned WRCA-AM-TV New York.

WJAS-AM-FM has named NBC Spot Sales as national representative, it was announced jointly last week by H. W. Shepard, general manager of the stations, and Jack Reber, director of NBC Spot Sales. NBC acquired ownership Nov. 1.

New Owners Take Over WHYE

New owners of WHYE Roanoke, Va., have assumed management of what formerly was WRKE on 910 kc, 1 kw daytime. Allan W. Roberts, formerly general manager of WARE Ware, Mass., has been appointed executive vice president and general manager of WHYE.

Serving with him: Kenneth Manley, operations manager, formerly station manager of WGUY Bangor, Me.; Ray Mills, chief engineer, who continues from the Roanoke station's old staff, and Arthur Stamler, promotion-publicity manager of WGUY, WHIL Medford, Mass., WARE, and WLOB Portland, Me., who adds WHYE promotion to his present responsibilities. The FCC last month approved purchase of WHYE by owners of WGUY, WHIL, WARE and WLOB from Elmore D. and Reba F. Heins.


WCUE
Wice
In each market . . .
for every budget . . .
the No.1 BUY
The ELLIOT STATIONS
TIM ELLIOT Pres. and
Akron, Ohio - WCUE / WICE - Providence, R. I.

National Representatives The John E. Pearson Co.

What's made living more fun

THAN IT WAS 80 YEARS AGO?

Would you say *Electricity?* It's certainly done wonders toward increasing our earning power, shortening our working week, and removing drudgery through power equipment.

How about *Engines*—all kinds, steam and internal combustion? Before the engine took over, industry was pretty much confined to a water wheel on a river bank, and travel was at the mercy of wind and animal power. Engines let cities grow in a desert, and ribboned the nation with paved roads.

Or maybe the *Typesetting Machine*, which made books and magazines really amazingly low-priced, has done as much as anything to better living conditions? It certainly helped spread education, and gave the poor man his chance.

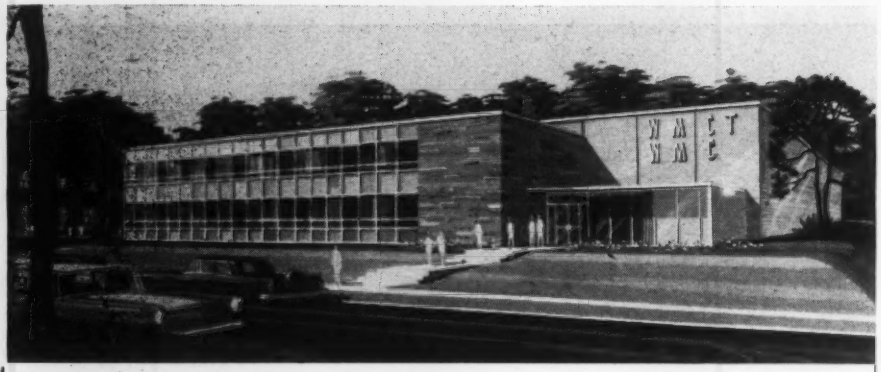
But this progress was possible only after steel was made plentiful and inexpensive. Only 80 years ago people knew steel mainly as needles and knives. But the average consumption of steel has jumped in 80 years from virtually nothing to 1400 pounds of steel every year for every man, woman, child, and newborn infant in this country. And with every additional pound, up goes our standard of living.

If living is to continue to be more and more fun, America *must build more and more steel capacity*. In the last year, Republic Steel increased its capacity 785,000 tons and plans to increase its total capacity to 12,242,000 tons by the end of this year.

REPUBLIC STEEL Cleveland 1, Ohio

WORLD'S WIDEST RANGE OF STANDARD STEELS AND STEEL PRODUCTS

MEANWHILE, BACK IN THE YARD, the family has fun cooking up more hamburgers. Much of today's outdoor living centers around the steel charcoal burner, made easily portable and long-lasting with its drawn steel bowl, stainless steel wire grille and tubular steel legs. All are products of Republic Steel. Republic's Steel and Tubes Division pioneered the electric resistance welded method of forming tubing from flat-rolled steel. Pound for pound, tubular construction is strongest.



LOOKING forward to good building weather in the spring, the management of WMC-WMCF (FM)-WMCT (TV) Memphis, Tenn., has released plans for new studios at Union Avenue and Rembert, where the stations hope to be broadcasting next fall. The new two-story plant, according to H. W. Slavick, general manager of the *Commercial Appeal* stations, is being built to accommodate future as well as present needs, allowing installation of color equipment and addition of an extra floor when necessary. Immediate needs will be served by two television and two radio studios, outdoor sets, audition and screening rooms, special closed-circuit facilities and ample space for storage and parking. The Austin Co. is architect.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED

The following sales of station interests were announced last week. All are subject to FCC approval.

WKRG-AM-FM-TV MOBILE, ALA. • Sold by Kenneth R. Giddens and associates to Giddens Television Inc., which will be owned 50% by Mr. Giddens and 50% by Mobile Press-Register Inc. Mobile newspaper company, which publishes *Mobile Register and Press,* will pay $1.05 million for its 50% interest. Giddens Television Inc. will borrow $130,000 which with sum received from newspaper will be used to recompense other stockholders. Mr. Giddens, who will be president and general manager, is now 20% stockholder with option to purchase remaining 80%. Press-Register is owner of 5-kw WABB Mobile (on 1480 kc, ABC-affiliated). This station will be sold. WKRG is 1 kw day, 500 w night on 710 kc and is affiliated with CBS. WKRG-TV is ch. 5 and is also CBS affiliated.

APPROVED

The following transfers of station interests were approved by the FCC last week. For other broadcast actions see FOR THE RECORD, *page 105.*

KRIZ PHOENIX, ARIZ. • Sold to Radio Phoenix Inc. by Howard M. Loeb and group for $100,000. Radio Phoenix comprises Richard B., John L. and former Sen. Burton K. Wheeler (D-Mont.), who also have interests in KTLN Denver, Colo. KRIZ is 250 w on 1230 kc.

WMOU-AM-FM BERLIN and **WJWG CONWAY, N. H.** • Sold to McKee Broadcasting Co. (Richard P. and Virginia A. McKee) by John W. Guider, former Washington radio attorney, for $165,000. Mr. Guider is also selling his 32.8% interest in Concert Network Inc. to T. Mitchell Hastings Jr. for $45,000. Mr. Hastings already owns 27.5% and upon FCC approval will own 59.3% of fm group comprising WHCN (FM) Hartford, Conn.; WBCN (FM) Lexington, Mass.; WYCN (FM) New York, and WXCN (FM) Providence, R. I. WMOU is 250 w on 1230 kc; WJWG is 1 kw day on 1050 kc.

NBC-TV O&Os Offer New Spot

The introduction of a new type of spot availability—a 30-second commercial announcement—in station break time on seven owned NBC-TV stations has been announced by Thomas B. McFadden, vice president of NBC owned stations. The addition of this new announcement to 10-second and 20-second station breaks, he said, opens up a "new area of opportunity for the advertiser," providing time for more copy points and product demonstration.

WCNH's Letson Plans to Fight Fine In Broadcast 'Violation'

Don Letson, owner of WCNH Quincy, Fla., last week said he plans to start legal action against the city of Bainbridge, Ga., following a $200 fine levied by that city on the broadcaster for violation of a local ordinance in broadcasting a football game.

Mr. Letson will be represented by J. Kenneth Ballinger, who also represents the Florida Assn. of Broadcasters. FAB will take an active part in the case.

WCNH had set up equipment to broadcast a Nov. 1 game between Quincy and Bainbridge high schools at the latter's stadium when Mayor Cheney Griffiths warned Mr. Letson that he did not have permission and would be subject to arrest. According to Mr. Ballinger, WCNH set up equipment in a private home across the street from the stadium, leaving unattended "dummy" equipment in the front yard for the benefit of officers stationed there to make arrest if broadcasting was started. Police learned of the actual broadcast point and took Mr. Letson and his crew into custody charging operation of a business without the necessary $35 city license. Mr. Letson was released on $200 bond.

Last Monday, according to Mr. Ballinger, Mr. Letson arrived in court at 3:04 p.m. and was advised by Mayor Griffiths, who is also judge, that court had started at 3 p.m. and that the $200 bond was forfeited.

Mr. Letson, who plans to file a full report of the incident with the FCC, contended

WOI-TV OFFERS 'OPEN CIRCUIT' PLAN

WOI-TV Ames, Iowa, has taken the merchandising advantages from the closed-circuit tv technique and incorporated them into its own "open circuit" telecasts for advertisers—apparently with pleasing results.

The method is mainly a merchandising-and-meeting method for clients. If an advertiser buys a series of sports or a film package on WOI-TV, he gets an "open circuit" thrown into the deal, and is able to contact dealers directly. If the advertiser does not normally use WOI-TV, he can purchase time and studio facilities for such a meeting at one-time card rates.

Edward Weiss, production manager of WOI-TV, commercial outlet owned and operated by Iowa State College, claims advertiser and agency response to its "open circuit" has been excellent thus far, with an average of one per month for various clients. Such meetings have been conducted already for Sunkist lemonade, John Morrell Packing Co., Maytag Co., Des Moines Packing Co. and other organizations.

The station offers the "open circuit" anytime before sign-on time at 11 a.m., including Sundays, lasting about a half-hour. When an advertiser schedules the circuit, WOI-TV sends invitations out to retailers and merchants to watch the program—those who carry the product or will stock it. Client personnel, including presidents, salesmen and agency representatives, appear on the air to stress product sales points and methods and special gimmicks and prizes for listeners. The president or sales executive also may delve into company history. Slides and films are utilized.

One of the objectives is to encourage merchants to stock up on particular products and to award them prizes on the basis of viewer response to the program and getting the secret word given during the program.

The advantage, according to Mr. Weiss, is that a merchant can watch comfortably in his home and not have to travel any great distance to meetings. It also gives the advertiser an opportunity to cover more territory with one such program without the need of scheduling several meetings.

that Bainbridge and its mayor violated the fundamental principle of freedom of the press and radio. He maintained the broadcast crew had acted in the capacity of sports reporters in relaying the information over telephone wires to Quincy.

He also said WCNH had broadcast the Quincy-Bainbridge games for ten years without trouble.

MR. JOHNSTON

MR. GRISHAM

Johnston Resigns ABS Posts; Grisham to General Manager

Henry P. Johnston announced, last week, his resignation as president and general manager of the Alabama Broadcasting System, licensee of WAPI, WAFM (FM) and WABT (TV) Birmingham, Ala. Mr. Johnston, who had been active in the city's radio-tv management for 22 years, announced that Charles F. Grisham, vice president and commercial manager of WABT has been named general manager of all three stations, effective immediately.

In announcing his resignation, Mr. Johnston noted that he will now have more time for personal and private business interests. Mr. Grisham joined WABT three years ago from WLWA (TV) Atlanta, where he was general sales manager. Mr. Grisham entered broadcasting in 1939 at WLW Cincinnati. He has worked as radio director for Ralston Purina Co. and as southern manager for Edward Petry Co., station representative.

Two years ago, S. I. Newhouse (Newhouse newspapers and radio-tv properties) bought the *Birmingham News* and its affiliated broadcast stations in an $18.7 million transaction. The deal also included the *Huntsville* (Ala.) *Times* and WHBS-AM-FM Huntsville.

WVEC-TV Studios Used in Ceremony

WVEC-AM-TV Hampton-Norfolk, Va., took emergency steps last week to salvage the historic dedicatory ceremonies of the opening of the $60 million bridge-tunnel connecting Norfolk and the Tidewater peninsula. The event originally was scheduled to be telecast by both WVEC-TV and WTAR-TV, also Norfolk, but a driving rain made remote broadcasting impossible. Duff Kliewer, WVEC-TV's operations director, saved the day by offering the station's facilities to the dedicatory party. Ceremonies then were originated from the station's Hampton studios and were fed to WTAR-TV and seven radio stations throughout the area. In addition, Mr. Kliewer played host to the 500 visiting dignitaries by hooking up 20 tv receivers on the roof garden of a Hampton hotel so guests could watch the ceremonies.

WGN-TV Signs With White Sox; Pact With Cubs Expected Soon

A three-year pact for continued coverage by WGN-TV Chicago of all local White Sox daytime home baseball games was jointly announced Tuesday by station and club managements.

The announcement by Ward L. Quaal, vice president and general manager of WGN Inc. (WGN-AM-TV), and Charles Comiskey, vice president of the American League ball club, was deemed significant beyond the fact it assures WGN-TV renewed exclusive tv rights initially granted in 1948.

The reason, as given by authorities, is that any long-term tv contract at this time is considered unusual (despite provision for cancellations) in view of pay tv developments and possible further club franchise changes, such as those involving the Brooklyn Dodgers and New York Giants.

WGN-TV is expected to announce shortly a two-year pact with owner Philip K. Wrigley for Cubs' rights.

WGN radio is set to air all Cubs home and road games starting next year through 1963 [STATIONS, Oct. 28].

'Feuding' WENS Disc Jockeys Fined After Park Escapade

A custard cream pie lobbed by one WINS New York disc jockey at another in New York's Central Park resulted in fines of $3 apiece for the two last week. The two, Irv Smith and Stan Z. Burns, pleaded guilty to using park property for commercial purposes.

The "feud" was fostered by station programming and promotion executives who spied a golden opportunity for exploitation in the on-and-off-air sarcastic banter between two d.j.'s. The two performers felt both their shows could be boosted by a "Jack Benny-Fred Allen type of running feud."

WBKW (FM) on Air With Music

WBKW (FM) Beckley, W. Va., has gone on the air on 99.5 mc, providing uninterrupted high fidelity music from 4 p.m. to midnight, the station says. The new 34-kw facility is owned by Joe L. Smith Jr., owner of WJLS Beckley and WKNA-AM-FM-TV Charleston, W. Va. Binaural broadcasting with WJLS on a varying schedule is planned, according to Mr. Smith.

KCBQ Granted Power Increase

KCBQ San Diego, Calif., has received an FCC grant to boost power from 5 to 50 kw, with construction work to begin immediately, according to Lee Bartell, president of the station.

"YOUNG HOLLYWOOD" with Dick Strout—*SELLS!*

TOP STARS!

For amazing, low rates, tape, write or phone—

Millard Garrison Features Syndicate
5525 Wilshire Blvd., Los Angeles 36, Calif.
CRestview 5-8505

ONE SWEEP

GETS MIDDLE GEORGIA!

One WMAZ sweep that is!

WMAZ in this case includes both WMAZ Radio and WMAZ Television! The combined circulation of WMAZ Radio plus WMAZ-TV is greater than the entire circulation of the two local newspapers and the other three local radio stations.

BUY BOTH . . . . WMAZ RADIO and WMAZ-TV and sweep the Middle Georgia market with your advertising. Clean up the sales you require.

MACON, GA.

National Rep.

AVERY-KNODEL, INC.

AN 18-day European "Dream Holiday" for two was launched Oct. 27 by KONO San Antonio, Tex., in conjunction with a local department store, Wolff & Marx. In addition to free transportation and accommodations, winners will receive $250 expense money (a sales slip from the store will double it). Over 1,400 announcements are scheduled to run in the 45-day promotion and entries are expected to approach the 200,000 mark. Discussing the contest are (l to r) Marcus Cohen, executive vice president of Wolff & Marx; Bob Johnson, vice president of Brooks Adv.; John Kimberly, W&M advertising manager; Jack Roth, KONO's manager, and (seated) Norman Netter, W&M president.

WKAR-TV Carries Home Game

Taking advantage of a new provision written into television rules by the National Collegiate Athletic Assn. last spring, WKAR-TV East Lansing, Mich., televised the Saturday game between Notre Dame and Michigan State U. in Michigan's Spartan Stadium.

The rule that allowed Michigan U.'s noncommercial station to carry the game says, "Any game which is a sellout may be telecast by the home college's institutionally-owned educational television station provided it operates entirely on a noncommercial basis." WNDU-TV South Bend, Ind., also telecast the game.

TRANQUILIZE

your clients with amazing results by buying proven #1 TV station (KJEO-TV) in fabulously rich Fresno and San Joaquin Valley market. Consult your Branham man now for further fascinating details. We GUARANTEE you'll save your energies . . . get more for your monies . . . on KJEO-TV Fresno. ACT TODAY!

Six New Ams, Two Tvs Requested From CBC

There is a light agenda for the Dec. 6 meeting of the board of governors of the CBC at Ottawa, with only six new radio and two new tv station applications. A number of stations are asking for power increases and frequency changes as well as the right to make share transfers.

New tv stations are being asked by CHAB Moose Jaw, Sask., and CJBR-TV Rimouski, Que. CHAB is requesting a tv license on ch. 4 with 54 kw video and 27 kw audio power and antenna 830 feet above average terrain. CJBR-TV is asking a license for a satellite station on ch. 70 with power of 45.1 w video and 27.55 w audio and directional antenna 123.4 feet above average terrain. The satellite will be at Estcourt, Que. This is the second uhf satellite application in Canada.

New radio stations are being asked for Drumheller, Alta., 1 kw on 910 kc by Dinosaur Broadcasting (1957) Ltd.; for Burnaby, B.C., 5 kw on 730 kc by Burnaby Broadcasting Co. Ltd.; for Kitimat, B.C. (new aluminum smelting center 400 miles north of Vancouver), 1 kw on 1140 kc by Malcolm M. Keeble; for Saanich, B.C., 1 kw daytime on 810 kc by Ellison Queale; for Kitchener, Ont., 1 kw on 1320 kc by Alan G. Hodge; and at Schefferville, Que. (site of iron ore mining community 300 miles north of the St. Lawrence River), 250 w on 1230 kc by Hollinger Ungava Transport Ltd.

Power increases are being requested at this meeting of the CBC board of governors by CHUM Toronto, Ont., from 2.5 kw to 5 kw day and 2.5 kw night on 1050 kc; by CKLN Nelson, B.C., from 250 w on 1240 kc to 1 kw on 1390 kc; by CKNW New Westminster, B.C., from 5 kw to 10 kw and change of frequency from 1320 kc to 730 kc; by CKLG North Vancouver, B.C., from 1 kw on 1070 kc to 10 kw on 730 kc; by CJAV Port Alberni, B.C., from 250 w on 1240 kc to 1 kw day and 500 w night on 730 kc; by CJOY Guelph, Ont., from 250 w on 1450 kc to 5 kw on 1430 kc; and by CKRB Ville St. Georges, Que., from 250 w on 1400 kc to 5 kw day and 1 kw night on 1250 kc.

CFOS Owen Sound, Ont., is asking for a change in frequency from 1470 to 560 kc with power of 1 kw.

Eight radio and a television station are requesting the right to make share transfers, while CFJC Kamloops, B.C., is requesting right to transfer ownership from Kamloops Sentinel Ltd. to Inland Broadcasters Ltd.

New Caribbean Link Opened

International Telephone & Telegraph Corp., New York, has opened a new over-the-horizon microwave link between Puerto Rico and the Dominican Republic. The 238-mile link is the world's third such system, according to IT&T, which also installed O/H links between the Mediterranean islands of Sardinia and Minorca and between the U. S. and Cuba. The Puerto Rico-Dominican Republic link pro-

LAND GIVEAWAY

A plan to give away 4,000 acres of vacation land in the province of Manitoba as tax-free prizes on Canadian and U. S. radio and television quiz programs has been presented to the Canadian Tourist Assn. and the government of Manitoba by Jack Blick, owner of CJOB Winnipeg, Man. The plan would give Canada $2 million worth of advertising, Mr. Blick told CTA at its Winnipeg meeting last week.

vides six two-day telephone channels between San Juan and Ciudad Trujillo. O/H makes use of tropospheric scatter signals with high-power transmitters and high-gain antennas [MANUFACTURING, Aug. 19].

Unger Announces NTA Expansion, Formation of London Subsidiary

Establishment by National Telefilm Assoc., New York, of a wholly-owned subsidiary, National Telefilm Assoc. (U. K.) Ltd., London, was announced last week by Oliver A. Unger, NTA president, as the first move in the company's expansion into international markets.

Vernon Burns, who has had a long background in films and television in Britain, and who recently headed his own company, Television Programmes Ltd. (distributors), has been named by NTA to head the new operation. The new division will serve primarily as distributor of NTA film programming to stations throughout Europe. It also will supervise release of theatrical pictures owned by NTA and arrange co-production transactions with European producers.

Antenna Defects Delay Debut Of Wales Tv Outlet Till 1958

The new commercial tv station to serve south Wales and western portions of Britain will not go on the air Dec. 17 as previously scheduled. Instead, according to the Independent Television Authority, commencement will be sometime in January or February 1958.

An ITA spokesman said delay was due to technical defects in the antenna system which would cause inferior reception in some areas. Studios and other phases of construction are just about completed for the Welsh station located at St. Hilary.

CHLP Montreal Shuts Down

CHLP Montreal, Que., ends its broadcasting Friday after almost 25 years on the air. The station, owned by the French-speaking daily *La Patrie*, will stop broadcasting at the same time the century-old newspaper ceases publication as a daily.

Both for the past 20 years have been owned by *Montreal La Presse*, evening daily which also owns CKAC Montreal.

A continuing drop in circulation of the daily and heavy competition in the French-language radio field in the Montreal area, contributed to the decision.

Russia Halts Export Of Tv, Movie Films

The Soviet Foreign Ministry has announced that customs inspectors will no longer permit shipments of television or movie film out of Russia. Past shipments of such film were termed "mistakes."

Meanwhile, in Washington, the U. S. again proposed exchanging uncensored radio-tv broadcasts with the Soviet Union [GOVERNMENT, June 17]. In talks going on between Soviet Ambassador Georgi Zaroubin and Ambassador William Lacy, Special Assistant to Secretary of State Dulles, all types of cultural exchanges between the two nations were up for discussion.

While the U. S. would like the Soviets to accept a free exchange of radio-tv programs, the proposal itself was put forward partially for propaganda purposes, according to Carroll Kilpatrick of *The Washington Post & Times Herald*. From the practical standpoint, it has been felt that emphasizing radio-tv exchanges at this stage of East-West negotiations is starting with perhaps the most difficult cultural-swap problem first.

CBS was given the opportunity of a personal protest to the top level of Soviet leadership concerning the ban on the shipment of film from Russia, by its own correspondent on the scene, Dan Schorr, at the Turkish Embassy reception Oct. 29. Communist Party Boss Nikita Khrushchev singled out the CBS newsman as "my friend Schorr."

SUNSPOTS, YOU KNOW

Press Wireless Inc. picked up a BBC telecast of a magician last week at its Long Island receiving station. But sunspots, not legerdemain, got credit for the transatlantic picture. The New York news transmitting firm said it also picked up pictures of a BBC discussion show and a woman dancer between 12:45 and 2:15 p.m., Nov. 1. No audio signal was received. Long distance freak reception has been reported before by RCA during sunspot periods.

While talking with reporters about "truthful presentation of news," Mr. Khrushchev faced Mr. Schorr and said: "They (CBS) gave the truthful presentation of an interview with me. They did it in a correct, straightforward manner."

Mr. Schorr quickly replied: "Mr. Khrushchev, if we had filmed that interview today I could not ship it to America." The correspondent then reported, in his cable to the home office: "He (Khrushchev) appeared not to hear and raised his champagne glass to me toasting 'to truth'. Clinking glasses with him I replied 'to truth', adding, 'and to being able to ship truth after it's been filmed'. Khrushchev responded: 'I am for that,' though apparently not understanding what the issue was."

On WBNS Radio, you don't have to cut the ice to dive into the rich Central Ohio market. The audience is thawed by the top Pulse ratings in 315 out of 360 quarter hours, Monday through Friday, 6 a.m. to midnight. WBNS Radio is talking to 1,707,400 folks swimming around in $3,034,624,000.00 of spendable income.
Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

Look, Ma!!!

No Ratings!!!

—Sets in use is all you need to know for the California-Oregon Trio — exclusive vhf coverage for nearly 100,000 tv families who can't be reached either by San Francisco or Portland.

SETS IN USE . . . SUMMERTIME

	KIEM-TV3 Eureka California	KBES-TV5 Medford Oregon	KOTI-TV2 Klamath Falls Oregon
SIGN-ON to 6:00 PM			
Mon-Fri	25.2%	23.8%	24.9%
Saturday	17.7	18.0	20.8
Sunday	16.7	23.3	23.1
6:00 PM to SIGN-OFF			
Monday	55.6	58.9	52.1
Tuesday	50.9	59.5	47.1
Wednesday	56.5	49.0	50.0
Thursday	55.7	52.3	54.7
Friday	57.6	48.9	47.9
Sunday	47.0	43.9	41.7
Saturday	53.3	43.8	39.4

Interviewing was done in each area under personal direction of Kenneth H. Baker, July 6 through August 6, 1957.

Three Markets—One Billing

KIEM TV 3—Calif. Eureka · KBES TV 5—Oregon Medford · KOTI TV 2—Oregon Klamath Falls

MARKET FACTS

Population	356,330
Families	115,760
Tv Families	92,720
Retail Sales	$485,803,000
Consumer Spendable Income	$610,357,000

for CALIF.-ORE. TV TRIO
THE SMULLIN TV STATIONS
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123 TWX EK16

or ask **BLAIR** *Television* **ASSOCIATES** inc. **national representatives**

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Leslie Munro, vice president, Kenyon & Eckhardt, to Ogilvy, Benson & Mather, N. Y., as vice president and copy supervisor.

Samuel Kay, controller, appointed financial assistant to chairman of board, Grey Adv., N. Y., succeeded by **Elmer Feistel.**

Everett (Bud) Gammon, formerly program supervisor of NBC-TV's *Alcoa Hour,* to Fuller & Smith & Ross, N. Y., as tv account executive.

Tom Newton, formerly copy chief, Orville McDonald Assoc., Dallas, to Grant Adv., same city, as southwest public relations director-account executive.

Jeannette C. Duringer, radio and tv time-buyer, United States Adv. Corp., Chicago, named head media buyer.

Ray P. Calt named copy chief at Geer, DuBois & Co., N. Y.

Kenneth B. Miller, sales manager, Westinghouse appliance-sales, Portland, Ore., to Waste King Corp., L. A., as assistant advertising manager.

◄ **J. D. Moore,** formerly eastern sales manager, 20 Mule Team Products division, U. S. Borax & Chemical Corp., N. Y., named division sales manager. **Marc Sessions,** formerly western sales manager, appointed product development director for division, headquartering in L. A.

Frank Sharpe has been appointed administrative supervisor of Reach, McClinton's New York office in addition to duties as traffic control manager.

◄ **James K. Graham,** formerly in radio-tv department, Lennen & Newell, N. Y., to producer of all International Latex Corp. commercials at Reach, McClinton & Co., N. Y.

Carl Steinbrenner, art director, Boyle-Midway, to Esmond Assoc., N. Y., as creative director.

Virginia Burke appointed assistant media director, Paris & Peart Inc., N. Y.

Richard H. Needham, account executive, Needham, Louis & Brorby Inc., Chicago, named personnel director.

Ray G. Rasner, assistant director of industrial relations, R. L. Polk Co., to Grey Adv., N. Y., as director of personnel.

Rolf Jensen, formerly art director, Warwick & Legler Inc., N. Y., to Southern Adv. Inc., Miami, Fla., in similar capacity.

Don Belding, consultant to Foote, Cone & Belding, named national chairman of National Society for Crippled Children & Adults Inc., Chicago.

Dave Russell, Emil Mogul Co. copywriter, father of girl, Mara Alene, Nov. 3, in Horace Harding Hospital, Queens, N. Y. Mogul public relations staff member **Art Poretz** father of boy, Jonathan Mark, Nov. 2 in Long Island Jewish Hospital, N. Y.

FILM

Arthur R. Lerner, comptroller, Guild Films, N. Y., promoted to assistant treasurer. **Gilbert Hoffman,** comptroller, CBS-TV manufacturing division, succeeds him. **Curtin Kaufman,** who recently returned to Guild Films from WMBV-TV Marinette Wis., has been named client relations director, while **Norm Alperin** has been appointed sales executive of commercial division.

William Sterling, executive assistant to president of Hal Roach Studios, appointed to head program development department.

O. R. (Jim) Bellamy, formerly account executive and spot sales manager, Ziv Tv and TPA, to K & S Films Inc., Cincinnati, as executive producer.

John G. Lapp, formerly of Analyses Inc., Dearborn, Mich., has joined Regan Film Production Inc., Detroit, as editorial head for Edsel division.

Don McCormick, formerly producer-vice president, UPA Pictures Inc., N. Y., to Roger Wade Productions, same city, to form animation studio.

Herb Richek, director of services, AAP Inc., N. Y., father of boy, Robin Lynn, Nov. 1.

NETWORKS

Hugh Graham, formerly director of unit management department, NBC, named manager of unit management and control services, CBS-TV production operations department, N. Y.

William E. Anderson, manager of business and trade publicity for NBC since 1955, has been appointed coordinator, program services. Mr. Anderson is succeeded in press department by Joe Ryan, former NBC staff writer.

Al Lewis, director and co-writer of CBS-TV's *Our Miss Brooks,* named producer of *Eve Arden Show.*

THE METROPOLITAN VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

Ralph Mitchell, previously in sales and merchandising posts with NBC and California National Productions, to sales staff of Screen Gems (Canada) Ltd.

Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres Inc., N. Y., re-elected board chairman, United Cerebral Palsy Assns. Inc.

William Brendle, ABC press dept., N. Y., father of a boy, Brian Burke Brendle.

STATIONS

Richard Rudolph, general sales manager, WITH Baltimore, to WTOW Towson, Md., as sales manager.

◄ **John B. Garfield,** sales staff, WJW-TV Cleveland, Ohio, named local sales manager. Prior to joining WJW-TV in 1955, Mr. Garfield was sales manager at WGAR Cleveland.

David Polinger has resigned as general manager of WAPA-TV San Juan, P. R., and is being succeeded by Carlos Rivera, sales manager.

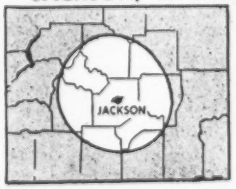
◄ **A. E. (Bill) Mickel,** sales manager, KOB Albuquerque, N. M., named station manager. Mr. Mickel joined Albuquerque Broadcasting Co. (KOB-AM-TV) in 1952 as promotion manager.

Edward Scherer, director, WTTG (TV) Washington, named production supervisor and **Coral Long,** assistant to station manager, promoted to national account correspondence-sales service coordinator.

John R. Porterfield, formerly with ABC-TV and previously general manager of WNET (TV) Providence, R. I., appointed station manager of WJMR-AM-TV New Orleans and elected vice president of Supreme Broadcasting Co., owner of stations.

◄ **Jan Dellinger,** regional sales manager, KCKT (TV) Great Bend, Kan., to KGFW Kearney, Neb., as general manager.

Bradley R. Eidmann, national tv sales supervisor, appointed sales manager of WGN-TV Chicago, succeeding Theodore Weber, resigned.

WDXI-TV
JACKSON, TENNESSEE
Channel 7


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'MAYBE I'M DEAD'

Maybe I'm Dead, a war novel by Joe Klaas, sales manager of KCBS San Bernardino, Calif., has been bought for filming by Cimarron Productions, Hollywood. The story, based on Mr. Klaas' own experience, is about a death march of 10,000 American prisoners of war across Germany in 40-degrees-below-zero weather. KCBS' sales manager, a fighter pilot with the RAF Eagle Squadron and the USAAF, was a prisoner for 25 months after being shot down in 1943. His novel was published in 1955 and sold more than 100,000 copies.

E. William George, formerly manager, KOME Tulsa, Okla., to KGER Los Angeles as general manager.

James A. McLoughlin, local sales manager, KOMO Seattle, Wash., promoted to commercial manager, succeeding **King Mitchell** who resigns to join KFKF Bellevue, Wash.

Jack Vaughn, formerly program director, WYZE Atlanta, Ga., to WNAX Yankton, S. D., as production director. He succeeds **Roland E. Peterson,** who becomes promotion manager.

Robert M. Light, promotion director, KHJ-AM-TV Los Angeles and Don Lee Broadcasting System has resigned. Duties have been divided between his two assistants, **Russ Smith** for radio, **Bob Nelson** for tv, Arrangements will last until conclusion of current negotiations for acquisition of West Coast regional network by MBS.

Harold J. Golstein, formerly promotion director, WWSW Pittsburgh, to KQV, same city, in similar capacity, succeeding **Owen Simon** who joins KDKA Pittsburgh as publicity director.

John Wrisley, WIS Columbia, S. C., named program director.

◄ **W. P. (Win) Baker,** program director, KLFY-TV Lafayette, La., to WMBD-TV Peoria, Ill., in similar capacity. WMBD-TV is scheduled to commence operations in early January.

Gene Strul, news assignment director, WCKT (TV) Miami, Fla., named news director. **Robert F. Justice,** account executive and advertising manager, joins WCKT as account executive.

Stan Meyer, graduate of Iowa State College, joins KFBB-AM-TV Great Falls, Mont., as farm director.

◄ **Bob Wormington,** staff director, WDAF-TV Kansas City, Mo., promoted to production manager. Mr. Wormington joined the station in 1949.

Robert L. Stone, vice president and general manager, WABC-TV New York, father of fourth child, Mary Patricia, in New York Hospital, Nov. 4.

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and Western Virginia
RADIO
by any measurement!

According to N. C. S. No. 2, WDBJ has more than TWO TIMES the DAILY N. C. S. Circulation of Station "B"; more than THREE TIMES the circulations of Stations "C" and "D".

In the latest Roanoke Metropolitan Area Pulse Report. WDBJ has a 47% share of total morning audience, 43% share of total afternoon audience, and 38% share of total evening audience. Tune-in same periods is high: 21.6, 23.8, 18.8. All figures are Monday through Friday averages.

Ask your Peters, Griffin, Woodward "Colonel".

WDBJ
AM • 960 Kc. • 5000 watts
FM • 94.9 Mc. • 14,600 watts
ROANOKE, VIRGINIA

TELEVISION got a bow from educators when the Los Angeles Div. of Columbia College passed out five honorary degrees of Master of Communications Arts & Sciences this semester. At the scroll ceremony (l to r): Ernest M. Baumeister, dean of the Columbia College L. A. Div.; Clark George, general manager of KNXT (TV) Los Angeles; Thomas C. McCray, NBC vice president and general manager of KRCA Los Angeles; Alberta Hackett, production manager of KNXT; Norman Alexandroff, president of Columbia College; Selig J. Seligman, general manager, KABC-TV Los Angeles; Gregor Piatigorsky, cellist, who received an honorary Doctor of Letters and Humanities degree, as did Franz Waxman, founder-director of the Los Angeles Music Festival; Guillermo Gonzalez Camarena, president of Channel 5 Tv Network in Mexico and inventor of a sequential color tv system which earned him a Doctor of Sciences degree; and Richard A. Moore, president of KTTV (TV) Los Angeles, fifth of the honorary communications masters.

Jack Crowner, after two years with Air Force, joins WAVE-AM-TV Louisville, Ky., as farm editor and assistant farm director.

Arnold Weiner, director of publicity and promotion, WLIB New York, named director of merchandising.

Richard P. Robbins, formerly associated with *Queen For A Day*, appointed director of press information of KTLA (TV) Los Angeles and **Robert G. Reagan,** promoted to director of public relations. **James J. Rue,** continues as director of promotion and advertising but drops his previous supervision of publicity.

...its words to the wise are sufficient

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Mr. John W. Boler
President and General Mgr.
KCJB-TV, Minot · KXJB-TV, Valley City · KBMB-TV, Bismarck
North Dakota

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Jim Blair, *Equip. Sales Mgr.*
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If you'd like to see rear screen projection at its finest, ask for a demonstration of the new TelePro 6000

Warren Fritze appointed engineering director of WTCN-AM-TV Minneapolis-St. Paul.

Kenneth E. Chernin, ► promotion supervisor, radio-tv division, Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia, WFBG-AM-TV Altoona, WLBR-TV Lebanon and 50% of WHGB Harrisburg, all Pennsylvania; WNBF-AM-FM-TV Binghamton, N. Y., and WNHC-AM-FM-TV New Haven, Conn.), named promotion director, succeeding **Joe Zimmermann** who is now general manager of WLBR-TV.

Donn E. Winther, promotion manager, WNBF-AM-FM-TV named assistant promotion director for Triangle Stations.

Bruce H. Ratts, technical supervisor, WBZ-TV Boston, named studio supervisor.

Len East, formerly account executive and announcer, WDSU-TV New Orleans, to KRHM (FM) Hollywood as account executive.

Mary Dunlavey, formerly radio-tv media consultant, Aitkin-Kynett Co., Philadelphia, to WIBG, same city, as sales representative.

Robert C. Richards, formerly with WMAL Washington, to WOL Washington as sales representative.

Robert Gilbert, production manager, WCKT (TV) Miami, to WSUN-TV St. Petersburg, both Florida, sales department. **Curly Bradley,** singer-m.c., and **Rita Brandt** join WSUN as host of own show and traffic supervisor, respectively.

James C. Kelly, formerly salesman for WOR and WINS, both New York, has joined WRCA New York in similar capacity.

Bob Stone, announcer, KFOX Long Beach, Calif., to KBET-TV Sacramento in similar capacity.

Hal Swaney to WGAN-TV Portland, Me., announcing staff.

Jack Carr Jr., journalist petty officer, U. S. Navy Public Information Div., to KTIV (TV) Sioux City, Iowa, announcing staff.

Bob McBride, m.c., WTOP-TV Washington, to CKLW-TV Detroit, Mich., as host of *Command Performance*.

Charles A. Sengstock, formerly news reporter-announcer, WSOY Decatur, Ill., to WGN-AM-TV Chicago news staff.

Hy Lit to WRCV Philadelphia as disc jockey.

Ozzie Osborne, host of *Early Birds*, WFBM Indianapolis, named WFBM-AM-TV farm reporter.

Barbara Harris joins WTTG (TV) Washington as weather reporter.

Lou Dean, program director, WEAM Arlington, to WRVA Richmond, both Virginia.

Foster Brooks, formerly with WAVE Louisville, to WHAM Rochester, N. Y.

Robert M. Wagoner, 53, newsman-assistant news director, KHJ Los Angeles, died Oct. 27 following heart attack.

George C. Biggar, president and manager of WLBK DeKalb, Ill., appointed to executive committee of Chief Shabbona Council, Boy Scouts of America.

Cliff Gill, vice president, KBIG Avalon, Calif., elected to board of directors of Hollywood Ad Club to fill vacancy left by resignation of **Lawrence Nolte.**

Henry Untermeyer, general manager, KCBS San Francisco, elected to S. F. Chapter of American National Red Cross board of directors.

Van Beuren W. DeVries, station manager, WGR-TV Buffalo, N. Y., elected to Buffalo Better Business Bureau of Western New York board of directors.

Rodger Woodruff, assistant chief engineer, KRON-TV San Francisco, elected 1958 secretary-treasurer, for S.F. section, Society of Motion Picture and Television Engineers.

Bill Kenneally, newsman at KNX Los Angeles, elected member of board of directors of Greater Los Angeles Press Club.

REPRESENTATIVES

Gerard J. Kelly Jr., Devney Inc., N. Y., to Chicago office, as midwest manager.

John L. McGuire, joins Clarke Brown Co. as Denver manager.

INTERNATIONAL

John Dunn, television network co-ordination officer, Canadian Broadcasting Corp., Toronto national program headquarters, to CBC representative at United Nations, succeeding **Vincent Tovell** who has been moved to Toronto to CBC's public affairs department after four years at UN. Mr. Dunn joined CBC as tv producer in 1952 at CBLT Toronto.

Kyoshi Nagata, 54, president, Japan Broadcasting Corp., Tokyo, died following heart attack Nov. 3.

PROFESSIONAL SERVICES

Del Porter, creative director of Song Ads Inc., Hollywood, has resigned as officer of firm. He has not announced future plans.

◄ **Michael Ames,** senior account supervisor, D.M.S. Hegarty Assoc. (financial and stockholder relations), to Ursula Halloran Assoc. (public relations), N. Y., as executive vice president.

Melvin N. Poretz, formerly sales promotion manager, Ideal Toy Corp., to head of radio-tv client relations department, S. Jay Reiner Co. (national contest and merchandise consultant organization), Garden City, N. Y.

MANUFACTURING

Theodore A. Smith, executive vice president for industrial electronics, RCA, elected to RCA Communications Inc. board of directors.

Robert F. Bender, executive vice president for finance and director of International Telephone & Telegraph Corp., named director of American Cable and Radio Corp., associate of IT&T.

Lee Gunter Jr. appointed chief development engineer and **Robert Troxel** chief products engineer at Shure Bros. (microphones, electronic components), Evanston, Ill. Mr. Gunter has been serving as manager of phonograph development and Mr. Troxel as manager of test department and product engineering.

C. M. Mooney, director of product planning for military products division, International Business Machines, New York, to director of government relations in U. S., International Telephone & Telegraph Corp.

Donald W. Collins, formerly director of marketing for Charles L. Rumrill & Co., Rochester, N. Y., to Sylvania Electric Products as hi-fi sales representative.

Christian J. Goodman Jr., New Jersey and eastern Pennsylvania district sales manager, General Electric Co., named semiconductor products department sales manager. **Arling Woolaver,** tube department district sales manager, succeeds him.

C. R. Bower, former Kansas City district sales manager for radio-tv division, Sylvania Electric products, rejoins Sylvania in same capacity, replacing **Richard G. Evans,** who is being transferred to Dallas.

Norval H. Green, formerly manager, semiconductor production, RCA, to manager, general quality control, RCA semiconductor division.

Robert A. Jewett, sales representative for chemical and metallurgical division, Sylvania Electric Products, named product sales manager of chemicals, phosphors and semiconductors.

EDUCATION

Clinton H. Fowler, manager, KGER Long Beach, Calif., to John Brown Schools Foundation of California as vice president.

Robert M. Petranoff, program manager, WTTV (TV) Bloomington, Ind., to Indiana U., radio-tv services, as producer-writer. He also will lecture in radio-tv department.

Barton L. Griffith, distribution director, National Educational Tv & Radio Center, Ann Arbor, Mich., to U. of Missouri speech and dramatic arts department. **Donald L. Sandberg,** production director, Indianapolis Public Schools, succeeds him.

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SPECIAL REPORT ON EDUCATIONAL TV

ETV: 5 YEARS AND $60 MILLION LATER

Educational television (ETV), now in its fifth academic year, represents a $60 million investment consisting mainly of 28 noncommercial broadcast stations and related teaching facilities.

The FCC's 1952 allocation of 12% of the tv band to ETV—250-odd channels—stirred a running debate that shows no signs of subsiding.

"One of the greatest achievements in the history of education," says Ralph Steetle, executive director of Joint Council on Educational Television which is spark-plugging the development of electronic teaching.

A waste of priceless spectrum space, some commercial broadcasters contend. They feel that way despite the fact that 28 ETVs are telecasting 800 hours a week of classroom instruction and programs available to 60 million people.

"We're trying to help people live in an era of atom bombs, space satellites and mechanization," Mr. Steetle said.

But educators have used barely 10% of their assigned channels, opponents of ETV point out.

They are met with the educators' reply that the number of operating ETV stations has tripled in two years and will increase to 42 stations by the end of the current school year. ETV opponents also are reminded that all big-city vhf channels assigned to ETV are in use, or about to be.

Heart of the problem, educators say, is the desperate shortage of teachers and teaching facilities—a shortage that can be eased by use of modern techniques. In other words, they feel electronic teaching offers the only hope of providing adequate instruction for the huge crop of American young people as school attendance increases.

The present ETV plant, scattered from coast to coast, was built with the aid of the following: (1) $27.4 million of Ford Foundation money; (2) $6 million in equipment contributed or offered by commercial broadcasters; (3) volunteer time and talent; (4) services and counsel donated by commercial broadcasters; (5) the energy and dedicated zeal of those who operate educational stations, and (6) funds appropriated by public agencies.

Behind this six-way phalanx that is powering what many educators consider one of the great social forces of all time can be found legislatures, school boards, individual schools and the officials and teachers who provide the push needed to put over public projects. And joining Ford Foundation in contributing money have been numerous other foundations and service groups plus uncounted citizens who have contributed to local fund-raising projects.

After five years, an inventory of ETV shows 22 vhf, 6 uhf ETV's on the air.

Add to this total of 28 noncommercial stations 4 vhf and 1 uhf scheduled to be on the air by yearend.

Then add 6 vhf and 3 uhf stations scheduled to start by next summer.

The total—42 ETVs slated to be on the air when the school year ends.

After that the prospects look about like this—30 states have commissions or groups investigating ETV and 40 communities are interested.

A monumental achievement, ETV advocates feel.

A job 90% incomplete after five years, its critics suggest.

This education box score doesn't include three college stations operating commercially on commercial frequencies—WOI-TV Ames, Ia.; KOMO-TV Columbia, Mo., and WNDU-TV, South Bend (Notre Dame), Ind. WKAR-TV E. Lansing, Mich., now on uhf ch. 60, would like to shift to ch. 10, a commercial facility, operating jointly on a noncommercial basis with commercial owners and getting a piece of the profits. An FCC initial decision favored the idea in March, but oral argument is expected before a final ruling is handed down.

When the 1957-58 school year ends, the 42 ETV stations scheduled to be in operation will be five times the number on the air when the 1955-56 school year opened.

An attempt to appraise the progress of ETV in terms of cold digits bumps into the impossibility of balancing megacycles and dollars against human values.

The social-minded appraiser recalls that a class of 1,000 illiterates learned to read and write by watching the instructive broadcasts of WKNO (TV) Memphis. He wonders how anyone could ever begrudge the channel and dollars that made this feat possible and then points to the enhanced economic potential of these better-trained citizens.

A fast scanning of the noncommercial ETV service now on the air shows 28 operating stations are programming about 800-plus hours a week, an average of more than 30 hours.

It's too soon to calculate how many school pupils and at-home viewers are studying history, math, physics and other subjects during the current school year. A look at what one of the active ETVs is doing this fall with classroom instruction will help. WQED (TV) Pittsburgh, operating on vhf ch. 13, is feeding in-school instruction to over 300 classrooms in seven western Pennsylvania counties (see WQED story, page 97). Participating are 51 public school districts, 22 parochial schools and two private schools. This doesn't include instruction for school credits for at-home viewers nor the seven to eight hours of evening and weekend programming.

Since KUHT (TV) Houston took the air May 25, 1953, as the first noncommercial ETV outlet, progress of the medium has been steady. WKAR-TV followed in January 1954 and was joined by six others before the year ended. Nine ETVs started in 1955 and seven in 1956.

In other areas educators have met political and financial obstacles that compounded the problem of starting an ETV on one of the

less-coveted uhf channels. New York City has an unused ch. 25 grant. Even with $600,000 in funds, the city must rely on commercial stations for broadcast transmission of classroom work from elaborate new studios opened this fall. At one time the more earnest ETV zealots dreamed of a New York State educational network, but this elaborate project hasn't come out of the dream stage. Here, again, uhf assignments have been a major element in the delay.

All ETV debates—and they're frequent as well as heated—cover a set of pros and cons that range from spectrum to financial developments.

Answering the charge that hardly a tenth of the 256 available ETV channels are in use, Mr. Steetle, of JCET, said only a third, 85, of the channels are vhf, with 21 of these in use. Five more vhf ETVs will be operating by 1958 and another 20 communities have filed for stations. The rest of the vhf channels are scattered around small places in the West and Southwest.

Educators have the same uhf coverage problems that mark the commercial uhf industry. Mr. Steetle put it this way, "Of the 1,800 commercial tv channels, 1,300 are uhf and only 90 of these uhf channels are in commercial use."

He added, "All of the vhf ETV channels in the first 20 markets are in use or under construction."

Since the 1952 FCC tv allocation, 60 commercial uhf stations have gone off the air and over 100 construction permits have been dropped, he said, whereas only one ETV uhf station (Los Angeles) has gone off the air.

While ETV stations are serving a population of over 50 million, there are many major markets lacking stations because of uhf trouble. These include New York, Providence, Baltimore, Washington, Richmond, Norfolk, Buffalo, Cleveland, Indianapolis, Louisville, Kansas City, San Diego, Fort Wayne and, of course, Los Angeles.

"Remember," Mr. White added, "for every classroom viewer taking a credit course there will be 1,000 at-home viewers."

His cost-of-delivery comparison includes power and maintenance in the case of the vhf and proposed uhf transmission.

Those favoring closed-circuit instruction emphasize that costly tv transmitters, towers and transmitter buildings aren't needed.

At Hagerstown—where manufacturers donated equipment—about $100,000 was spent the first year, with 6,000 pupils in two senior high schools and six elementary schools receiving classroom instruction in English, reading, music and other subjects. This year 23 schools are connected, with 12,000 pupils being taught. Next year all Hagerstown and Washington County schools will be in the system.

The test shows that a school system can plan and effectively carry out an extensive program of tv instruction, with the support of industry and foundation backing. With microwave facilities, programs could be exchanged with state teachers colleges at Towson and Frostburg, Md.

"This could be one of the most significant educational developments of the 20th Century," said John Weiss, assistant vice president-treasurer of the Fund for Advancement of Education (Ford). The Hagerstown project will cost about $1 million for the five-year project.

Four years of video teaching have convinced many broadcasters and educators that the medium is a highly effective educational tool.

Dr. W. R. G. Baker, General Electric Co. vice president (WGY-WRGB [TV] Schenectady, N. Y.), and president of Electronic Industries Assn. (formerly RETMA), put it this way, "The use of television in education is controversial mainly to those who have never seen it in operation."

On the other hand, Robert Gordon Sproul, president of the U. of California, suggested a cautious approach to use of tv "to stretch America's lagging supply of professors," plus the facilities shortage. He felt tv's main use is to get "one good lecture before a large number of students."

If the effectiveness of teaching is conceded, there's an ardent segment of the commercial broadcasting industry that will never agree that scarce tv channels, especially in the vhf band, should be used. They argue that these facilities are feeding only dribbles of knowledge to scattered groups of viewers.

Do it by closed circuit, they insist, pointing to 100 such systems now in operation including the precedent-building television pedagogy at Hagerstown, Md., where electronic manufacturers and the Ford Foundation are supplying equipment and skill as well as money to develop teaching techniques in cooperation with public schools.

John F. White, general manager of WQED Pittsburgh, did a cost study last spring to see how much it would take to tie WQED's 143 classrooms over a five-county area where reading, arithmetic and physics were being taught by the station. He said the telephone company wanted $35,000 per month per line for a two-circuit line, or $840,000 per 12-month year.

"We can deliver this service for $15,000 a year from WQED," he said, adding that the $15,000 would include the cost of operating a new uhf transmitter the station has requested as well as the present vhf equipment.

After the 1952 FCC allocation, regional network projects were spawned almost daily but only one fulltime hookup is in operation —the three-station Alabama Educational Television Network. Blessed with three vhf stations, this southern network last year

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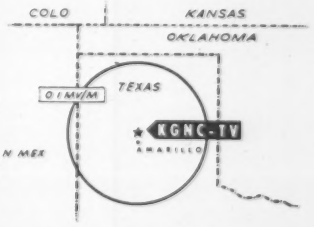

KGNC-TV

CHANNEL 4

AMARILLO, TEXAS

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THE FORD FOUNDATION: BANKROLL BEHIND ETV

If a book were published rounding up the history of noncommercial educational television, the dedication on the jacket might appropriately read, "To the Ford Foundation, without whose bounties this communication edifice might never have been erected in this decade."

This fabulous font, whose total grants to American social institutions runs into hundreds of millions of dollars, has alloted $26.4 million to the ETV cause, according to a compilation prepared for this report. Much of the money has been doled out on conditions that the beneficiaries get matching or double the sums from other donors, a stimulus that has loosed local gifts ranging from pennies to thousands of dollars.

A fast breakdown of Ford Foundation's $26.4 million, of which about $2.5 million hasn't yet been spent, shows three avenues of allotment—the foundation itself and its two creatures, Fund for Adult Education and Fund for Advancement of Education. The grants have been siphoned off approximately this way:

FORD FOUNDATION

	Million
Tv-Radio Workshop (*Omnibus*), 1952-57	$3.4
Appearances of professors on tv	1.5
Educational Television & Radio Center	6.5
General services (National Assn. of Educational Broadcasters, American Council on Education)	0.4
Total	$11.8

FUND FOR ADULT EDUCATION

	Million
Construction, equipment ETV stations	$3.0
Programming (mostly ETRC)	5.3
General tv education (Joint Council on Educ. Tv, NAEB, ACE, etc.)	2.0
Tv-Radio Workshop	0.3
Total	$10.6

FUND FOR ADVANCEMENT OF EDUCATION

	Million
Better utilization of teachers	$1.8
College teaching utilization	0.08
Tv in public schools	1.0
Other	2.92
Total	$5.8

broadcast 1,057 programs in 49 subject areas.

The Alabama Educational Television Commission runs a state-directed hookup comprising WAIQ (TV) Andalusia (ch. 2), WTIQ (TV) Munford (ch. 7) and WBIQ (TV) Birmingham (ch. 10). Programs are microwaved around the loop by U. of Alabama, Alabama Polytechnic Institute and Greater Birmingham Area ETV Assn., with three-fourths of the state within range of the vhf signals.

The Alabama network is an important element in one of the nation's more ambitious educational projects—a southern network linking 16 states. Last August educators from 16 southern states, pooled their network dreams at a meeting sponsored by Southern Regional Educational Board. This group has recommended a long-range microwave project that would link the colleges and universities of the South.

Such problems as the $204 million needed to set up shortwave facilities serving possibly 600,000 students aren't too disturbing to the sponsors at this point because they are thinking in terms of a 10-year development program with states putting up the money.

Alabama will be flanked by another state hookup within the year—a Georgia network starting with WETV (TV) Atlanta (on uhf ch. 30), all set for operation this month, and WGTV (TV) Athens, scheduled to make its debut next spring on vhf ch. 8. And to the south a third network project is tooling up, led by the active WTHS-TV Miami, ch. 2, and WJCT (TV) Jacksonville, ch. 5. Three other Florida stations have the money and are in an advanced paper-work stage—WEDU (TV) Tampa-St. Petersburg, due early in 1958 on vhf ch. 3, a U. of Florida station on ch. 5 at Gainesville and another at Tallahassee.

Last spring the Florida Legislature appropriated $600,000 to link colleges and universities and to extend tv instruction within the state as well as to coordinate facilities with other states.

The 16-state southern hookup plans to seek foundation money for basic research. It would originate programs from 30 or more schools linked by a half-dozen microwave relay circuits on a round-robin basis with plenty of branch feeds off the main loops. Maintenance of relay facilities would run about $6.9 million a year. A pilot project would tie Alabama, Georgia and Florida universities and ETV stations.

Does this make educational sense? Gov. Leroy Collins of Florida said the cost would run $2.80 per student semester hour compared to $12-$18 by current teaching methods—a sort of bricks vs. megacycle comparison. And with a 70% rise in college enrollment expected by 1965, educators see practical economies in obtaining the necessary teachers and facilities.

New York was disillusioned several years ago when its bad luck in drawing a set of uhf channels for ETV blocked energetic efforts to raise legislative money for an ambitious statewide ETV network. Even New York City lacks a station, though WCBS-TV and WPIX (TV), commercial vhf tv outlets, are delivering a package of video instruction from an ETV project station that has everything but a transmitter and antenna.

The Northeast quadrant has been stymied by uhf assignments for ETV statewide hookups. New York, Rhode Island, Connecticut, New Jersey, Ohio, Delaware, Maryland, District of Columbia, Virginia and Michigan are allocation victims. ETVs in the uhf band are operating in Cincinnati and Columbus, Ohio. A move is afoot to set up an Ohio statewide network when Oxford (ch. 14), Cleveland and Toledo ETVs take the air. Only Oxford (Miami U.) is near the construction stage. Toledo is showing activity. Cleveland is uncertain, and there's a chance Dayton will have a station within two years.

One of these decades there may be a series of major regional ETV networks, maybe even a nationwide relay system. Right now the nearest approach to this scholarly dream is the service provided by NBC-TV's educational program service, by Alabama's loop, and the stations using the film and kinescope clearing house (Educational Television Radio Center at Ann Arbor, Mich.).

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Reading teacher telecasts a lesson from the WQED (TV) studios

WQED (TV): PACESETTER IN ETV

"Does anyone remember the city of Bristol?"

More than a dozen hands were waving around the roomful of sixth-graders taught by Miss Leah Mellot of the Highland School in Greensburg, Pa., 20-odd air miles east of WQED (TV) Pittsburgh (ch. 13).

"That's where Cabot started for America," a boy answered. With his 20 classmates he had just taken a social science lesson via television, second episode in a series of Encyclopaedia Britannica films titled "America" and dealing with discovery and exploration. For a quarter-hour the pupils, recalling their animated lecture on a video screen, traced routes of explorers on maps and discussed the pioneer itineraries of Cortez, Columbus, Joliet and others who searched up and down North America for gold, beaver pelts and a route to the Orient.

Miss Mellot's class had gazed intently at a slightly snowy picture lesson. "The janitor says the antenna is broken," she apologized.

"This is our second year," Miss Mellot said. "Yes, tv is definitely helpful. The children feel the importance of a subject when they see it on the tv set. They feel they know what the narrator is talking about. When they're sick, they watch at home and keep up with the class. Television is very effective."

A mile away at the Taylor Street school in Greensburg, two sixth-grade reading classes joined in a live tv reading lesson. Mrs. Catharine McArdle said, "Tv makes a special event of a class. We discuss the subject matter before and after the tv program. WQED's course helps the teachers as well as the pupils, she said, adding, "The tv training stimulates outside reading. They like to read the books discussed by the tv teacher." Mrs. Ellen Grubb commented, "The slow children, hard to reach, learn more by tv. They pay attention and like television. Actually, they all like it."

When Greensburg schools were closed four days in October because of a flu epidemic, a good share of the pupils kept up with their regular classes at home.

The 138-kw signal put out by WQED 80 hours a week reaches 308 classrooms in six counties within a 55-mile radius that has a population of more than three million. Public, parochial and private schools participate. They voluntarily contribute 37 cents per enrolled pupil per course. Arithmetic, French, reading and social studies are taught in elementary classes. Physics lessons are used in 35 high schools. Adult at-home classes cover English, world history, algebra, physics, physiology and health, problems of democracy, plane geometry and Spanish. In addition, a summer school tv course had 650 enrolled.

John F. White, general manager of WQED, directs this electronic teaching project, aided by 57 fulltime staff people and a corps of volunteers who donated 26,021 hours of service to the station in the last school year.

"Managing an ETV station is about the same as any other tv station," Mr. White said. Formerly vice president of Western Reserve U. in Cleveland, he had administered a series of educational tv courses broadcast in cooperation with WEWS (TV), the Scripps-Howard station in that city. "It's just a matter of administration," he said.

This matter of administration at WQED has one special similarity to that at commercial tv stations—running a tv operation takes a lot of money.

WQED is a community project. It was born out of the desire of leading Pittsburgh citizens to bring instruction to the public and to the schools, plus programs designed to help people live in the 20th Century. In the spring of 1951 Mayor David L. Lawrence of Pittsburgh called civic and educational leaders together. A total of $350,000 was made available by A. W. Mellon Trust, Ford Foundation and Arbuckle-Jamison Foundation. KDKA-AM-FM (Westinghouse Broadcasting Co.), offered to lend its fm tower and transmitter site, since donated, to WQED. Pittsburgh Plate Glass Co. deeded a valuable old stone building, in the heart of the U. of Pittsburgh educational center, to the university, which in turn turned over the property to the tv project. Many other groups joined the booster list.

WQED went on the air April 1, 1954. Its 5-kw DuMont transmitter and 25-kw amplifier are located atop one of the highest of Pittsburgh's hills.

The 1957-58 WQED budget includes these items:

EXPENSES

Operation	$279,536
Teaching demonstrations	104,023
School Fund	49,929
Educational Television & Radio Center	77,000
TOTAL	510,488

INCOME

Fund for Advancement of Education (Ford)	$120,000
ETRC	102,000
School funds (37 cents per pupil)	70,000
City of Pittsburgh	30,000
Allegheny County	40,000
New projects	25,000
Contributions needed	123,488
TOTAL	510,488

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public, and are likely to pass $100,000 by year-end. Business firms will donate about $17,500 and foundations are continuing to contribute.

In addition, corporations in the Pittsburgh area have provided an endowment that now has a book value of $229,500.

WQED's signal ranges far out into the western Pennsylvania hills. Since the programming is directed to specified teaching or entertainment functions much of the time, an audience of 50,000 at any given moment may be quite satisfying to the station. "We appeal at different times to different segments of the public," Mr. White said. "We change audiences rapidly all through the day. In the course of a week we reach a vast number of people. A U. of Pittsburgh survey earlier this year showed that 73% of the people in Allegheny County (1.6 million population) tune to WQED in the course of a week."

He noted that 19,000 people mailed gifts of money in the last school year. U. S. Steel gave $50,000 and H. J. Heinz Co. $30,000 for the increase in power.

WQED goes in for live programming in a big way. "We have more live productions than most commercial stations," Mr. White said, explaining that the 80-hour week includes 59 live shows totaling 31¼ hours, or 38% of the air time.

The schedule is so jammed that WQED has applied for uhf ch. 47 so its service can be expanded. This awaits FCC action. The Commission watched WQED operating last spring, four members inspecting it and observing tv teaching demonstrations.

The station has produced many programs for the Educational Television & Radio Center, Ann Arbor, Mich., and the clearing house makes them available to other ETV outlets. A special Tele-Cam film process was devised by the staff and 163½ hours of color film were produced last school year. An average of 45 hours of kines are produced every month. A WQED appearance by Martha Graham, a dancer, has been shown many times around the nation. The *Children's Corner* was picked up by NBC-TV last school year.

Housed in the old stone building, WQED supplements the skill of two professionals —Edward C. Horstman, chief engineer, and Ralph J. Tangney, program director—with enthusiastic volunteer help. Every known production trick and a lot of ingenious gadgets and money-stretchers go into the operation. Last year WQED was donated the services of the staff recruited by WIIC (TV) while William Block and WWSW were waiting for a ch. 11 grant from the FCC.

At WQED they operate on the principle that education needn't be dull. A few stiff-necked oldtimers may look down their noses at such goings-on, but WQED is satisfied many thousands are learning to live better lives via electronic education.

COMMERCIAL TV'S BIG HELPING HAND

- **$6 million in equipment**
- **$4 million in services**

The commercial broadcasting industry has made major contributions of money, services and equipment to noncommercial education by television besides putting important educational and cultural programs on their own facilities.

In the competition for scarce tv channels, especially in the vhf band, commercial interests naturally have tried to get all the facilities available in important markets, often begrudging the assignment of choice channels to many noncommercial educators. But most educators familiar with recent broadcast history are happy to concede that commercial aid has been a big help to many noncommercial tv stations.

A compilation made earlier in 1957 by the Joint Council on Educational Television shows that commercial broadcasters have contributed or promised equipment and physical facilities totaling $6 million (see table). A rough estimate would indicate that the time of commercial personnel and other miscellaneous assistance would run the total up to $10 million.

Major national networks, operators of broadcast station groups and individual stations have cooperated generously in the educational cause. Some commercial encouragement of noncommercial channel use, especially in the vhf band, has been referred to by educators as "enlightened self-interest"—in other words, they presumably helped a noncommercial project to keep out commercial competition.

ETV stations in Pittsburgh, Memphis, Jacksonville, Chicago, Houston, New Orleans, Seattle, Oklahoma City, Cincinnati, Miami, Birmingham, Lincoln, Neb. and Milwaukee are among those which thanked commercial interests for contributions running into six figures.

Educators agree, too, that commercial broadcasters have generously loaned personnel for program production plus providing the use of station facilities.

NBC-TV provides the only live nationwide educational tv network. In October it resumed free transmission of program service—plus some program production in connection with the Educational Television &

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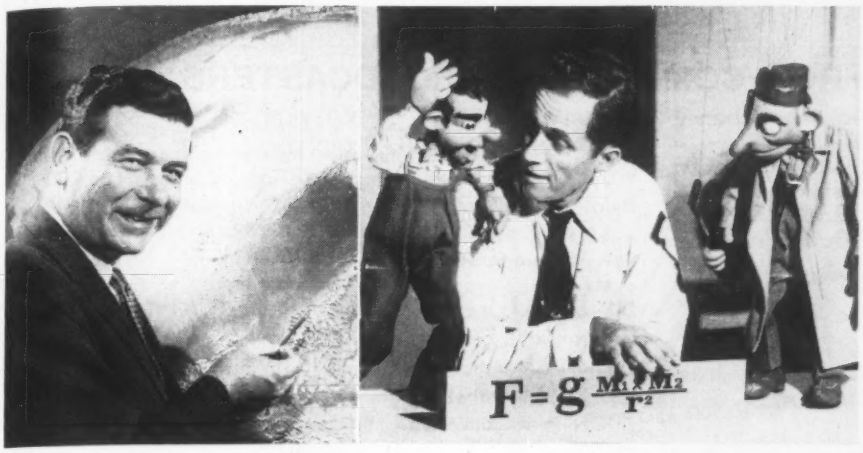

TWO *examples of commercial tv's aid to ETV: NBC-TV's program series on the International Geophysical Year, hosted by Frank Blair (l) and produced in cooperation with the ETRC, and Westinghouse Broadcasting Co.'s* Adventures in Number and Space (l), *featuring Bil Baird and his marionettes.*

Radio Center at Ann Arbor, Mich., the main educational program clearing house for ETV and commercial stations. ETRC operates with Ford Foundation money. When the current series began Oct. 28, NBC was providing the 6-6:30 p.m. daily half-hour to 28 educational stations as well as NBC-TV o&o stations and other stations on either a live or kinescope basis. ETRC pays local loop charges.

The network also has school programming on its o&o stations. A six-week series, *Know Your Schools*, began the Oct. 12-13 weekend and is scheduled to close during American Education Week Nov. 10-16. The U. S. Office of Education and National Education Assn. are cooperating in the project, an experiment in different tv teaching techniques. NBC-TV's *Wide Wide World* and *Youth Wants to Know* have strong educational ties. The network's WRCA-TV New York has *We Deal in Futures*, directed by Charles Van Doren, covering school topics from kindergarten to college. WRC-TV Washington, also an NBC-TV o&o, has a new series titled *The 25th Semester*.

CBS-TV, where *Omnibus* rose to fame, has a series, *Twentieth Century*, dealing with a basic problem—why only a minority of high school graduates go to college. Other CBS-TV series, such as *See It Now*, with Edward R. Murrow, are thoroughly commercial but at the same time are thoroughly educational. *Sunrise Semester*, a Monday-Friday (6:30-7 a.m.) literature course for college credit programmed on WCBS-TV by New York U., picked up a spot sponsor when Barnes & Noble, bookstore, found it was deluged with customers for books used on the program. WCBS-TV arranged to carry a series of four programs produced by Metropolitan Educational Television Assn. of New York City.

META has a complete plant—complete, that is, except for transmitter, tower and a vhf channel. WPIX (TV), New York commercial station, carries weekday 11 a.m.-12 noon META programs for viewing at home and in 1,000 classrooms.

WTVJ (TV) Miami gave WTHS-TV, the South Florida ETV station, a transmitter and antenna atop the Everglades Hotel. The facilities were valued at $250,000 by the educational station. WTVJ paid the cost of converting from ch. 4 to 2, donated tubes and other equipment and provided engineering service. In the early days of WTHS-TV, its commercial colleague provided legal and program advice and broadcast programs to gain support for the station.

WRGB (TV), General Electric Co. station at Schenectady, N. Y., has an extensive educational program on its commercial facilities. It began five-day-a-week classroom work in 1954. Currently an hour daily (9:30-10 and 11:30-12 a.m.) of WRGB time is allotted to classroom instruction. Programs are produced by Mohawk Hudson Council on Educational Television, with the financial and staff help of WRGB. Public and parochial schools in Schenectady and Albany use the courses in addition to those in parts of Massachusetts and Vermont. A prison group also is enrolled.

Commercial radio and tv stations in Memphis have been joined by newspapers in helping WKNO (TV) with financing and technical help. They have provided promotional service to help build an audience. WMCT (TV) provided transmitter, antenna, projection equipment and other facilities. WREC-TV gave engineering service. The

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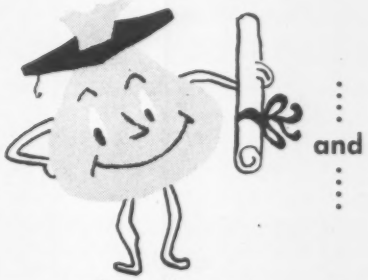

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MAJOR GIFTS FROM COMMERCIAL BROADCASTERS

Gifts of equipment and money by commercial broadcasters to ETV noncommercial stations in their communities total over $6 million, according to the Joint Council on Educational Television, coordinating agency for ETV. The list below does not include donations under $100,000. The values were supplied by JCET. The list of major donations follows:

Recipient	Donors	Total Value
WKNO (TV) Memphis	WMCT (TV) WHBQ-TV WREC-TV	$142,500
WJCT (TV) Jacksonville, Fla.	WPDQ WMBR-TV WJHP-TV WJAX	$936,500
N. H. State Comm. on ETV	Storer Bcstg. Co. (Pledge not picked up by state)	$250,000
Chicago ETV Assn.	CBS-TV	$500,000
KUHT (TV) Houston	KGUL-TV KPRC-TV KTRK-TV	$180,000
WYES-TV New Orleans	WDSU-TV	$195,000
KCTS-TV Seattle	KING-TV	$185,000
KETA (TV) Oklahoma City	WKY-TV KWTV (TV)	
KOED-TV Tulsa	KOTV (TV)	$275,000
KQED (TV) San Francisco	KPIX (TV)	$72,000
WCET (TV) Cincinnati	WLWT (TV)	$155,000
Delaware Valley ETV Corp.	KYW-TV	$90,000
San Antonio Council for ETV	WOAI-AM-TV Tex. State Net. Storer Bcstg. Co.	$158,000
Central Calif. ETV Corp.	KBET-TV	$100,000
WTHS-TV Miami, Fla.	WTVJ (TV)	$170,000
Ala. ETV Commission	Storer Bcstg. Co.	$200,000
KUON-TV Lincoln, Neb.	Fetzer Stations	$250,000
WQED (TV) Pittsburgh	KDKA-TV	$250,000
Richmond, Va.	WRVA-TV	$100,000
Asheville, N. C.	WWNC WLOS-TV	$100,000
Providence, R. I.	WPRO-TV	$100,000
WMVS-TV Milwaukee	WEMP (offer of tower)	$250,000
Community Tv Inc., Portland, Ore.	KGW-TV KLOR KOIN-TV	$125,000
Texas Tech, Lubbock	KDUB-TV KCBD-TV	$60,000
KDPS-TV Des Moines	Cowles interests	(Transmitter)

Tennessee Educational Television Commission gave $50,000 and commercial stations added $30,000 in cash to $80,000 raised by the community. When the first classes in reading and writing produced 700 graduates, WKNO supporters felt they were getting their money's worth.

Community funds have aided many of the ETVs. Pittsburgh (see page 97), Boston, Chicago, San Francisco and St. Louis had community support.

The list of unappraised contributions to education includes such outstanding program service as that supplied by WEWS (TV) Cleveland. ETV has been slow in jelling in Cleveland but the state promises to have four ETVs (uhf) operating within a year and there's a move to set up a state ETV network.

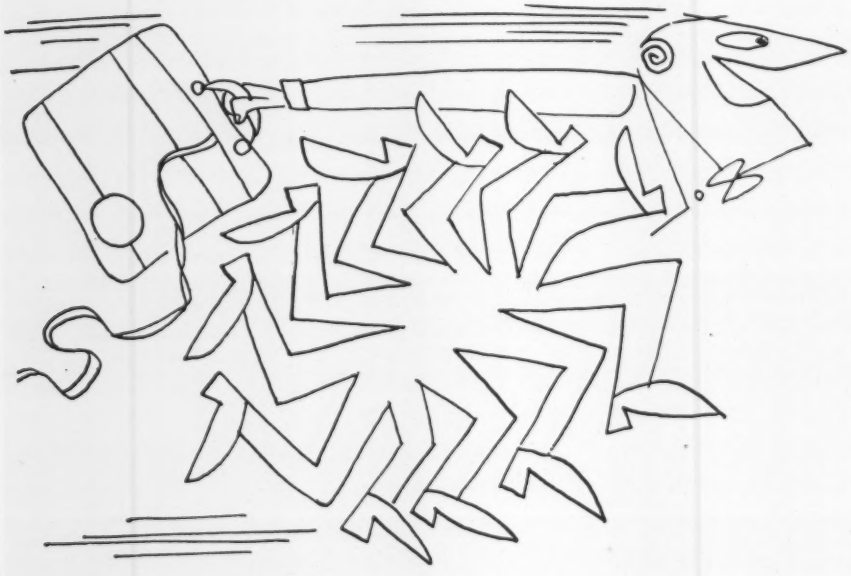
ABC-TV network has a Monday series, *Bold Journey*, sponsored by Ralston Purina Co. and originated by its agency, Guild, Bascom & Bonfigli. Over 1.2 million students in 31,500 classrooms scattered over 68 areas have been participating.

Around the country are dozens of educational programs originating at commercial stations and widely used by schools—*The University of the Air* started at WFIL-TV Philadelphia and now is on all the Triangle stations, to cite just one example.

Commercial cooperation made possible one of the Midwest active ETV's—KUON-TV Lincoln, Neb. John E. Fetzer, head of the Fetzer Michigan stations and of KOLN-TV Lincoln, set up the Fetzer Foundation. Besides $136,332 in equipment listed by KUON-TV from its supporters, the Fetzer interests maintained the ETV transmitter plant and tower. They operated KUON-TV from the KOLN-TV studios for nearly three years, with total equipment and service donations totaling more than $600,000.

Mr. Fetzer, current tv board chairman of NARTB, arranged the entire KUON-TV project, sold the idea to the university and to state officials, and arranged a trusteeship plan that was accepted by the FCC. Donations from Ford interests are helping, too. They include $100,000 for equipment,

"have tape recorder, will travel."



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$115,050 for teaching and $37,500 for special programs.

The $115,050 donation is financing an experimental course in combined tv-correspondence instruction. Twenty-five high schools and 700 students are participating.

KUON-TV now has new studios on the campus. The university feeds a total of nine program series to commercial stations — KOLN-TV; WOW-TV Omaha; KHAS-TV Hastings; KHOL-TV Kearney and KVTV (TV) Sioux City, Iowa.

Among outstanding examples of commercial help for ETV, a list much too long for this brief report, was the donation of tv equipment, transmitter, two camera chains, film projectors plus studio and tower site to KCTS-TV Seattle by KING-TV that city. Value of the gifts was placed at $185,000.

Westinghouse Broadcasting Co. has just announced it will donate its old KDKA-FM plant just above Pitt Stadium to WQED. The plant is valued at $200,000. One condition is attached—the plant can only be used for ETV or the site will go to the U. of Pittsburgh. Recently Westinghouse Electric Corp., WBC parent company, donated $10,000 to WQED.

During the last few years KDKA-AM-TV engineers have been giving technical aid to WQED, which had been leasing the tower and building for a nominal fee. WQED owns its transmitter, bought with donated funds. WBC has tentatively given a $60,000 amplifier rig to WGBH (TV), Boston ETV outlet, and a plan to let the ETV station use the new WBZ-TV tower is in the discussion stage. WBC has donated fm transmitters to educational aural projects in six cities.

The old Westinghouse tv transmitter used in Stratovision tests (tv networking from planes flying in a tight course) was donated to Texas A & M College, along with a camera chain. WBC tv stations make their Encyclopaedia Britannica film libraries available to ETV outlets as well as a recent WBC film, "Adventures in Number and Space." WBC produced three major documentaries during the White House Conference on Education. This pattern follows an active role in educational radio.

Storer Broadcasting Co. made available a 5-kw DuMont transmitter for use of the Alabama ETV Commission and its three-station hookup. Land, buildings and use of cameras and studios were included. Storer made other donations in Miami and Detroit, including $43,000 worth of gear in the latter city. An offer of $250,000 in equipment and services, made to the New Hampshire State Commission on ETV, was not picked up by the state because the Storer plan to buy WMUR-TV Manchester, N. H., ran afoul of FCC procedure.

A group of Carolina tv stations is cooperating in a 9-10 a.m. classroom project started in September by WSOC-TV Charlotte. Others joining the teaching project are commercial stations in Asheville, and Winston-Salem and in Bristol, Tenn. Seventy-six schools are carrying the programs, including those in South Carolina and Virginia. Programs originate at WUNC-TV Chapel Hill, N. C., U. of North Carolina outlet.

ROLLCALL: 28 ETV'S ON THE AIR

This directory of ETV stations was prepared from information supplied by the Joint Council on Educational Television. Data current as of Nov. 1, 1957. Information is in following order: City, call letters, channel, date station went on air, licensee, financial data.

ALABAMA

Andalusia WAIQ (TV)

Ch. 2; 6-25-56; Alabama ETV Commission (Alabama Network; see WBIQ Birmingham and WTIQ Munford).

Public funds plus grants and commercial gifts totaled $1.5 million; $400,000 budget supplied by legislature. Studios at U. of Alabama, University; Alabama Polytechnic Institute, Auburn, and Birmingham Area ETV Assn. Connected by shortwave with WBIQ and WTIQ.

Birmingham WBIQ (TV)

Ch. 10; 4-28-55; Alabama ETV Commission (Alabama Network; see WTIQ Munford and WAIQ Andalusia).

(See WAIQ)

Munford WTIQ (TV)

Ch. 7; 1-7-55; Alabama ETV Commission (Alabama Network; see WBIQ Birmingham and WAIQ Andalusia).

(See WAIQ)

CALIFORNIA

San Francisco KOED (TV)

Ch. 9; 6-10-54; Bay Area Educational Tv Assn.

Non-profit corporation formed in Bay area. Public has memberships starting at $10 per year; business, civic institutions provide gifts; profit earned from film and kinescope productions for outside groups. $200,000 capital investment; $200,000-plus annual budget; $317,000 grant from Fund for Advancement of Education (Ford) in conjunction with San Francisco State College for experimental tv instruction.

COLORADO

Denver KRMA-TV

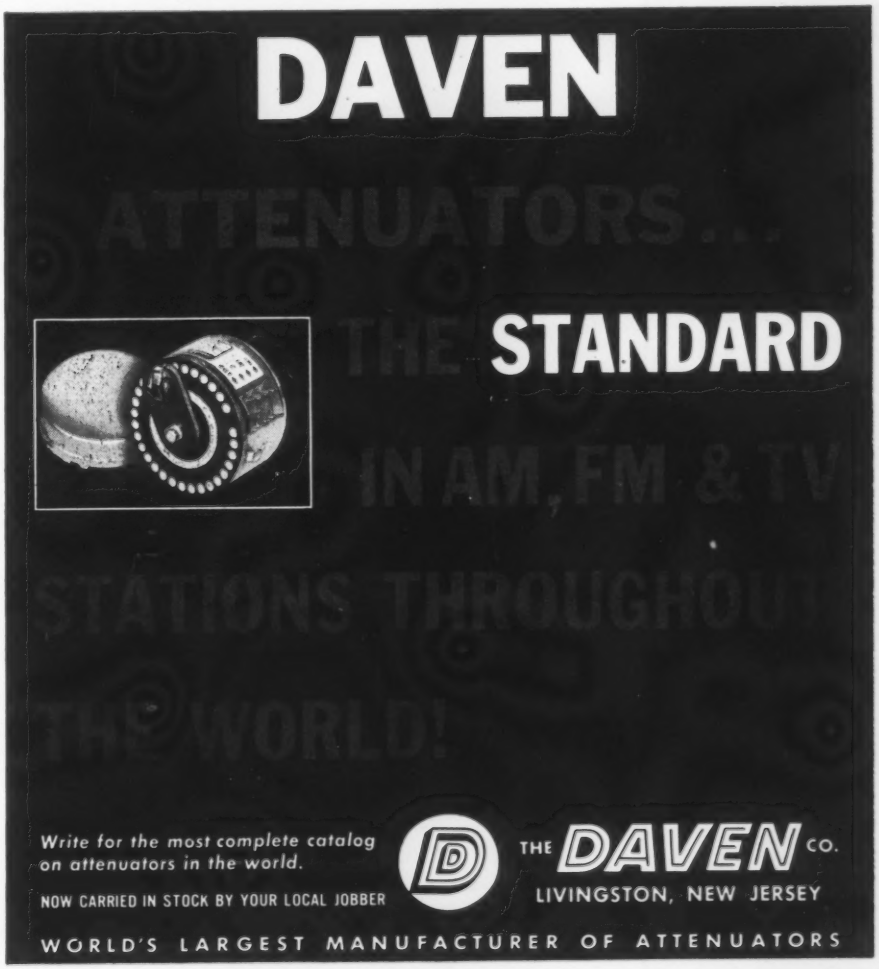
Ch. 6; 1-30-56; Denver Public Schools (Council for Educational Tv, Ch. 6 Inc.).

Score of local and state educational groups assist in financing and programming; $410,000 capital from school district and $100,000 from Fund for Adult Education (Ford); $125,000 annual budget financed by council members, Ford and community organizations.

FLORIDA

Miami WTHS-TV

Ch. 2; 8-12-55; Board of Public Instruc-



tion of Dade County, Dept. of Radio & Television Education.

Contributions to financing and programming supplied by 25 organizations; $300,000 capital investment; WTVJ (TV) Miami provides staff assistance. Dade County provides housing, services and operating expenses. Wolfson-Meyer Foundation provides operational supplies for transmitter and pays transmitter rent. U. of Miami prepares teaching program and news analyses.

ILLINOIS

Chicago WTTW (TV)

Ch. 11; 9-19-55; Chicago ETV Foundation.

Chicago Educational Television Assn. raised over $1 million to build and underwrite project for two years; budget $418,000; currently $570,000 due to new production contracts for kinescopes and in-school telecasting.

Urbana WILL-TV

Ch. 12; 8-1-55; U. of Illinois.

Capital exceeds $300,000; annual budget exceeds $100,000. One of first educational institutions to operate a radio station.

LOUISIANA

Monroe KLSE (TV)

Ch. 13; 3-9-57; Louisiana Dept. of Education.

Legislature appropriated $150,000 to buy facilities of KFAZ (TV), former commercial station.

New Orleans WYES-TV

Ch. 8; 4-8-57; Greater New Orleans ETV Foundation.

Local groups raised $500,000 in cash and equipment to build station. Fund for Adult Education granted $100,000.

MASSACHUSETTS

Boston WGBH-TV

Ch. 2; 5-2-55; WGBH Educational Foundation.

Over $750,000 raised to build and start station; annual budget around $300,000. Harvard, Massachusetts Institute of Technology and Lowell Institute cooperate in programming. Several foundations and public subscription provide funds. Many WGBH-TV series have been recorded for general ETV use.

MICHIGAN

Detroit WTVS (TV)

Ch. 56; 10-3-55; Detroit ETV Foundation.

Capital investment exceeds $300,000; $200,000 annual budget. Funds raised from public subscription and money from civic and educational groups. Member colleges pay costs of administration, transmitter operation and presentation of programs. Wayne State U., U. of Detroit and Detroit public schools operate studios.

E. Lansing WKAR-TV

Ch. 60; 1-15-54; Michigan State Board of Agriculture.

Capital investment exceeds $500,000; annual budget $300,000. Has initial FCC grant for ch. 10, operating jointly with commercial group and sharing in profits. Station operates on Michigan State U. campus.

MINNESOTA

St. Paul-Minneapolis KTCA-TV

Ch. 2; 10-16-27; Twin City Area Educational Television Corp.

Financed by $300,000 in donations and pledges from local groups, including broadcasting stations. U. of Minnesota donated land and housing facilities. Fund for Adult Education (Ford) granted $100,000. Equipment valued at $400,000. Annual budget $205,000.

MISSOURI

St. Louis KETC (TV)

Ch. 9; 9-20-54; St. Louis ETV Commission.

Commission comprises civic leaders; capitalization over $500,000; annual budget over $250,000 (schools provide $150,000, corporations $60,000 and individuals over $14,000).

NEBRASKA

Lincoln KUON-TV

Ch. 12; 11-1-54; U. of Nebraska.

Capital investment includes $225,000 worth of equipment donated by Fetzer Broadcasting Co., $100,000 in university property and pledge of $100,000 from Fund for Adult Education (Ford). Professional services are contributed by KOLN-TV Lincoln, Fetzer station. Experimental program combining tv and correspondence courses under way.

NORTH CAROLINA

Chapel Hill WUNC-TV

Ch. 4; 1-8-55; Consolidated U. of North Carolina.

Capital investment totals $1.5 million, raised from private donors in form of cash and equipment. Annual budget $148,000, with $108,000 coming from state appropriation and $40,000 from private sources. Remote studios at Women's College, Greensboro, and N. C. State, Raleigh.

OHIO

Cincinnati WCET (TV)

Ch. 48; 7-26-54; Greater Cincinnati Television Educational Foundation.

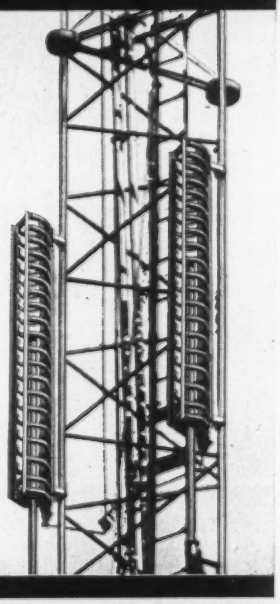
Fifty-two educational organizations and school systems are members of foundation; $400,000 contributed since 1953 by schools, civic and other groups. Crosley Broadcasting Corp. and Conservatory of Music facilities and equipment are available without cost.

Columbus WOSU-TV

Ch. 34; 2-20-56; Ohio State U.

Owned and operated by university. Capital $500,000; annual budget $250,000.

STAND-BY ANTENNAS
for TV TRANSMITTING
channels 7-13
No Diplexer Needed



A simple, versatile, and *economical* standby system consisting of two separate bays of the AMCI Type 1020 Antenna can be mounted on the legs of an existing tower. Shown here is the Station WXYZ-TV installation in Detroit, Michigan, being used with a 50 kw transmitter. They may also be mounted on FM antennas (Station WBKB-TV, Chicago, Illinois) and on masts, one above the other. The aural and visual transmission lines need not be of equal length.

Write for Bulletin B-957

ANTENNA SYSTEMS – COMPONENTS – AIR NAVIGATION AIDS – INSTRUMENTS

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OKLAHOMA

Oklahoma City KETA-TV

Ch. 13; 4-13-56; Oklahoma Educational Television Authority.

Most members of authority are heads of educational institutions; $700,000 capital raised by sale of bonds retired by money coming from dedicated state funds. KWTV (TV) Oklahoma City donated land for transmitter, antenna site, $20,000 and space on 1,572-foot tower. WKY-TV Oklahoma City donated $50,000 in cash. Public schools have own studios and spent $150,000 for equipment. Studio at Oklahoma U, Norman. Oklahoma State U. has studio project at Stillwater.

OREGON

Corvallis KOAC-TV

Ch. 10; 10-7-57; State Board of Higher Education.

Eventually KOAC-TV is slated to be one of three Oregon ETV stations. Legislature appropriated $145,500 in May 1957 for ETV in state.

PENNSYLVANIA

Philadelphia WHYY-TV

Ch. 35; 10-16-57; Metropolitan Philadelphia Educational Radio & Tv Corp.

Construction costs of station, around $450,000, financed by grants from educational institutions, foundations and individuals. Fund for Adult Education (Ford) granted $150,000.

Pittsburgh WQED (TV)

Ch. 13 (also asks ch. 47); 4-1-54; Metropolitan Pittsburgh Educational Television Station.

Claims to be first community-owned tv station. Capital investment $500,000, with $510,000 annual budget. Westinghouse Broadcasting Co., which loaned former KDKA-FM transmitter building and tower, has donated these facilities to station. Commercial broadcasters have supported appeals for funds and have provided professional help.

TENNESSEE

Memphis WKNO-TV

Ch. 10; 6-25-56; Memphis Community Tv Foundation.

Foundation comprises prominent Memphis citizens. Commercial broadcasters have been helpful. Assets are $500,000; operating budget $18,000 per month.

TEXAS

Houston KUHT (TV)

Ch. 8; 5-23-53; U. of Houston & Houston Independent School District.

First station to operate on a channel reserved for education; $300,000 capital investment and $300,000 annual budget. Community organizations help provide money. Houston commercial stations contributed funds and commercial help. Station has provided over 5,000 hours of programming, 1,600 of them direct teaching; has 50 college credit courses and has taught 12,000 pupils.

WASHINGTON

Seattle KCTS (TV)

Ch. 9; 1-5-55; U. of Washington.

Capital of $401,000 includes $150,000 grant from Fund for Adult Education (Ford); $121,963 in equipment donated by KING-TV, and funds from community drive. University building on campus added another $165,000. Schools contribute at rate of $1 per student. Total 1956 expenditure was $160,000.

WISCONSIN

Madison WHA-TV

Ch. 21; 5-5-54; Wisconsin State Radio Council (transferred to U. of Wisconsin).

Studio facilities are owned by U. of Wisconsin. Capital assets $325,000, with $100,000 from Fund for Adult Education (Ford). Operating funds appropriated by legislature.

Milwaukee WMVS-TV

Ch. 10; 10-28-57; Board of Vocational & Adult Education.

Started with closed-circuit installation, with $207,000 needed to complete project. Fund for Adult Education (Ford) granted $100,000. Budget estimated at $90,000 (preliminary).

DUE BY SUMMER '58 • WJCT (TV) Jacksonville, Fla., ch. 7, Educational Television Inc.; WETU (TV) Atlanta, Ga., ch. 30, Board of Education, City of Atlanta; KUED-TV Salt Lake City, Utah, ch. 7, U. of Utah; WIPR-TV San Juan, P. R., ch. 6, Dept. of Education of Puerto Rico; Albuquerque, N. M., ch. 5, U. of New Mexico; WGTV (TV) Athens, Ga., ch. 8, U. of Georgia; KDPS-TV Des Moines, Iowa, ch. 11, Independent School Dist. of Des Moines; WMUB-TV Oxford, Ohio, ch. 14, Miami U.; KOED-TV Tulsa, Okla., ch. 23, Oklahoma ETV Authority; WEDU (TV) Tampa, Fla., ch. 3, Florida West Coast Educational Tv Inc.; WGTE-TV Toledo, Ohio, ch. 30, Greater Toledo ETV Foundation.

Plans are advanced to activate educational channels by next summer in Tallahassee and Gainesville, Fla., and Dallas, Tex.

UNIVERSITY-OWNED

Though not ETVs in any strict sense of the word, four commercial stations benefit education in a very substantial way. The following stations are owned by universities:

WNDU-TV South Bend, Ind., ch. 46, Michiana Telecasting Corp., U. of Notre Dame; WOI-TV Ames, Iowa, ch. 5, Iowa State College of Agriculture & Mechanical Arts; WWL-TV New Orleans, ch. 4, Loyola U.; KOMU-TV Columbia, Mo., ch. 8, Curators, U. of Missouri.

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WRLP Channel 32 Greenfield, Mass.

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Station Authorizations, Applications

(As Compiled by Broadcasting)

October 31 through November 6

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant. —antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through Nov. 6

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,070	3,010	304	483	156
Fm	539	519	77	88	10

FCC Commercial Station Authorizations

As of Sept. 30, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,070	519	369
Cps on air	3,133	532	531
Cps not on air	142	36	126
Total authorized	3,275	568	657
Applications in hearing	156	10	85
New stations requests	350	38	72
New station bids in hearing	113	4	50
Facilities change requests	207	20	50
Total applications pending	1,118	146	371
Licenses deleted in Aug.	0	1	1
Cps deleted in Aug.	0	2	5

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Nov. 6

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	403	85	488[1]
Noncomm. Educational	20	5	25[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	363	328	691[3]
Noncomm. Educational	29	21	50[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,127	337	879	591	1,470[3]
Noncomm. Educ.	68		38	34	72[4]
Total	1,195	337	917	625	1,538[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

APPLICATIONS

Portland, Ore.—Trans-Video Co. of Oregon, uhf ch. 27 (548-554 mc) ERP 18.75 kw vis., 9.36 kw aur.; ant. height above average terrain 1,000 ft., above ground 229.4 ft. Estimated construction cost $47,270, first year operating cost $96,250, revenue $110,000. P. O. address 1220 S. W. Stark St., Portland 5, Ore. Studio and trans. location Portland, Ore. Geographic coordinates 45° 30′ 00″ N. Lat., 122° 42′ 30″ W. Long. Trans. RCA, ant. GE. Legal counsel C. E. Wheelock, Portland, Ore. Consulting engineer Wally Matson, Portland, Ore. Owners are **Wallace J. Matson** (55.5%) and others. Mr. Matson, electrical engineer, also has real estate interests. Announced Nov. 4.

Portland, Ore.—Tribune Publishing Co., vhf ch. 2 (54-60 mc); ERP 100 kw vis., 51.4 kw aur.; ant. height above average terrain 1514 ft., above ground 806 ft. Estimated construction cost $718,497, first year operating cost $960,000, revenue $880,000. P. O. address 711 St. Helens Ave., Tacoma 1, Wash. Studio and trans. location Portland, Ore. Geographic coordinates 45° 31′ 14″ N. Lat., 122° 43′ 55″ W. Long. Trans. and ant. GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C. Consulting engineer Lohnes and Culver, Washington, D. C. Owners are **Frank S. Baker** (59.6%) and others. Mr. Baker, publisher, is president of **Tribune Pub. Co.,** licensee of **KTNT-AM-FM-TV Tacoma, Wash.,** and 12% owner of **Guard Pub. Co.,** licensee of **KERG Eugene, Ore.** Announced Nov. 5.

Lubbock, Tex.—Western Television Co., vhf ch. 5 (76-82 mc); ERP 20.4 kw vis., 10.2 kw aur.; ant. height above average terrain 306.5 ft., above ground 400 ft. Estimated construction cost $163,526, first year operating cost $250,000, revenue $300,000. P. O. address Box 270, Lubbock, Tex. Studio and trans. location Lubbock, Tex. Geographic coordinates 33° 35′ 07″ N. Lat., 101° 50′ 54″ W. Long. Trans., ant. GE. Legal counsel Harry J. Daly, Washington, D. C. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Owners are **David P. Pinkston** and **Leroy Elmore** (each 50%). Mr. Pinkston is general manager and 50% general partner of **KDAV Lubbock, Tex.,** 75% partner of **KPEP San Angelo, Tex.,** 50% partner of **KZIP Amarillo, Tex.,** 50% partner of **KPIK Colorado Springs, Colo.** Mr. Elmore is 30% partner of KDAV and 50% partner of KPIK. Announced Oct. 31.

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

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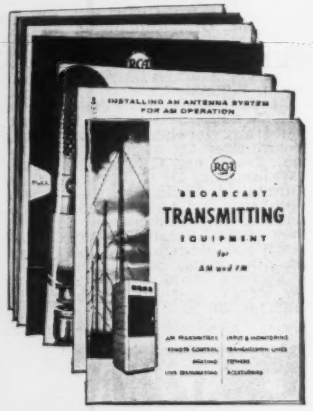

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Existing Tv Stations

ACTIONS BY FCC

WNHC-TV New Haven, Conn.—Granted mod. of cp to change trans. location from 9 miles north of New Haven and 26½ miles southwest of Hartford to site 19.8 miles northeast of New Haven and 14.5 miles south of Hartford; increase ant. height from 720 ft. to 770 ft., and change type ant. and other equipment; without prejudice to such action as Commission may deem appropriate as result of final determination relating to proposed rule making with respect to ch. 8 in New Haven. Comrs. Hyde and Lee voted for 309 (b) letter. Announced Oct. 31.

KTRX (TV) Kennewick, Wash.—Granted mod. of cp to change from ch. 25 to ch. 31; change studio and trans. locations and type trans. Announced Oct. 31.

CALL LETTERS ASSIGNED

WSTG Gulfport, Miss.—State Telecasting Co.

Translators

ACTIONS BY FCC

By order of Nov. 6, Commission denied joint petition by **Palm Springs Translator Station Inc.**, and **Palm Springs Community Television Corp.** (protestant in proceeding) for change in place of hearing from **Washington, D. C.**, to **Palm Springs, Calif.**, in proceeding on tv trans. station applications of Palm Springs Translator Stations Inc., Palm Springs, Calif.

Springfield Tele. Bcstg. Corp., Lebanon, N. H.—Granted cp for new tv trans. station on ch. 81 to translate programs of **WRLP-TV** (ch. 58) **Greenfield**, to serve **Lebanon** and **Hanover, N. H.**, and **White River Junction, Vt.** Announced Oct. 31.

Community Tele. Assn. Inc., Gold Beach, Ore.—Granted cp for new tv translator station on ch. 74 to translate programs of **KIEM-TV** (ch. 3) **Eureka, Calif.** Announced Oct. 31.

Norman R. Phillips, San Saba, Tex.—Granted cp for new tv translator station on ch. 80 to translate programs of **KRLD-TV** (ch. 4) **Dallas.** Announced Oct. 31.

CALL LETTERS ASSIGNED*

K74AK Ukiah, Calif.—Television Improvement Assn.
K78AD Ukiah, Calif.—Television Improvement Assn.
K75AF Ely, Nev.—White Pine TV Dist. 1.
K80AI Ely, Nev.—White Pine TV Dist. 1.
K73AH McGill, Nev.—White Pine TV Dist. 1.
K78AE McGill, Nev.—White Pine TV Dist. 1.
K83AD McGill, Nev.—White Pine TV Dist. 1.
* Translator channels are designated by the numbers in their call letters.

New Am Stations

ACTIONS BY FCC

Walter G. Allen, Huntsville, Ala.; Marshall County Bcstg. Co., Arab, Ala.—Designated for consolidated hearing applications for new am stations to operate on 1380 kc, 1 kw D. Announced Oct. 31.

Wendell-Zebulon, N. C.—**Wendell-Zebulon Radio Co.**, granted 540 kc, 250 w D. P. O. address % Lewis V. Parrish, 19 78th St., North Bergen, N. J. Estimated construction cost $10,479, first year operating cost $30,000, revenue $48,000. Principals include Pres. **Lewis Vernon Parrish**, Vice Pres. **Albert Alfred Abromatis** and Secy.-Treas. **Lottie Parrish Flowers.** Announced Oct. 31.

Florence, S. C.—**Twin Carolina Bcstg. Co.**, granted 540 kc, 250 w D. P. O. address P. O. Box 133, Blacksburg, Va. Estimated construction cost $14,470, first year operating cost $40,000, revenue $50,000. Principals **Dr.** and **Mrs. Vernon H. Baker** own 99% of **WBCR Christiansburg, Va.** Announced Oct. 31.

WTAW College Station, Tex.—Waived Sec. 3.30 of rules and granted mod. of license to change studio location to **Bryan.** By letter, denied petition by **Brazos Bcstg. oC. (KBTX-TV) Bryan**, objecting to grant. Announced Oct. 31.

APPLICATIONS

Mojave, Calif.—**Mojave Bcstrs.** 1340 kc, 250 w unl. P. O. address 38325 North 12th St., E. Palmdale, Calif. Estimated construction cost $16,600, first year operating cost $30,000, revenue $36,000. **Leslie G. Foote** is sole owner. Mr. Foote is general contractor. Announced Nov. 5.

Redwood City, Calif.—**South Bay Bcstg. Co.** 850 kc, 500 w unl. P. O. address 445 North Circle Drive, Fresno 4, Calif. Estimated construction cost $26,460, first year operation cost $96,000, revenue $100,000. Owners are **Bert Williamson** and **Clyde H. Bond** (each 50%). Mr. Williamson is 15% partner of **KYNO Fresno, Calif.**, 17.5% stockholder of **KRAK Stockton, Calif.** Mr. Bond is asst. manager of engineering for KRAK. Announced Nov. 6.

Muncie, Ind.—**United Bcstrs. Inc.** 1550 kc, 250 w unl. P. O. address Henry M. Best Jr., 1003 Vermont St., Smithfield, N. C. Estimated construction cost $17,186, first year operationg cost $24,000, revenue $36,000. Owners are **Henry M. Best Jr., George W. B. Burwell, Roy Lee Davis** and **Richard K. Byers** (each 25%). Mr. Best is salesman, **WGOL Goldsboro, N. C.**; Mr. Burwell is chief engineer, WGOL; Mr. Davis is commercial manager, **WMPM Smithfield, N. C.**; Mr. Byers is in auto repair. Announced Nov. 6.

Tiffon, Ohio—**Sayger Bcstg. Co.** 1250 kc, 1 kw D. P. O. address 70 South Washington St., Tiffin, Ohio Estimated construction cost $41,524, first year operating cost $55,000, revenue $70,000. **Herman E. Sayger**, sole owner, has photographic, publishing and real estate interests. Announced Oct. 31.

Oklahoma City, Okla.—**Sooner State Bcstg. Co.** 1220 kc, 5 kw D. P. O. address % Cyrus V. Edwards, Box 5033 Farley Station, Oklahoma City, Okla. Estimated construction cost $39,580, first year operating cost $40,000, revenue $50,000. Owners are **Cletius E. Nelson** and **Cyrus V. Edwards** (each 50%). Mr. Nelson is radio tower manufacturer. Mr. Edwards is trans. supervisor, **KTOK Oklahoma City** and owner of one-way signalling station. Announced Nov. 5.

Spanish Fork, Utah—**Pioneer Bcstg. Co.** 1480 kc, 1 kw D. P. O. address Sterling O. Bricker, 425 Midland Savings Bldg., Denver, Colo. Estimated construction cost $18,944, first year operating cost $23,410, revenue $34,073. Owners are **William P. Grubbe, Sterling O. Bricker** (each 45.5%) and others. Mr. Grubbe is employee, **KRLN Canon City, Colo.** Mr. Bricker is employee, **KDEN Denver, Colo.** Announced Nov. 4.

Bellingham, Wash.—**Bellingham Bcstg. Co.** 970 kc, 1 kw D. P. O. address Box 600, Ellensburg, Wash. Estimated construction cost $20,700, first year operating cost $45,000, revenue $55,000. Owners are **Willis R. Harpel** (75%) and **Stephen C. Wray** (25%). Mr. Harpel is 51.3% owner and manager of **KXLE Ellensburg, Wash.** Mr. Wray is 48.7% owner of KXLE. Announced Nov. 1.

Existing Am Stations

ACTIONS BY FCC

KAFA Colorado Springs, Colo.—Granted change on 1460 kc from 1 kw D to 500 w N, 1 kw LS.

Appraisals

Evaluations of radio and television properties by Blackburn and Company are recognized throughout the industry as fair, complete and authoritative. Our appraisals have formed the basis for numerous sales, mergers and consolidations and for the settlement of estate, tax and insurance problems.

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NEGOTIATIONS • FINANCING • APPRAISALS

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Jack V. Harvey	Stanley Whitaker	William B. Ryan
Washington Building	Healey Building	333 N. Michigan Avenue
STerling 3-4341	JAckson 5-1576	FInancial 6-6460

DA-N unl.; engineering conditions. Announced Oct. 31.

WGTO Cypress Gardens, Fla.—Granted change on 540 kc from 10 kw DA-D to 50 kw, 10 kw DA-, D, limited to Canadian restriction; engineering conditions. Announced Oct. 31.

WDVM Pocomoke City, Md.—Granted increase in power from 500 w to 1 kw DA, operating on 540 kc D; engineering conditions. Announced Oct. 31.

WBRK Pittsfield, Mass.—Designated for hearing application to change trans. location and make changes in ant. system; made **WENT Gloversville, N. Y.**, and **WHAZ Troy, N. Y.**, parties to proceeding. Announced Oct. 31.

CALL LETTERS ASSIGNED

WLCK Scottsville, Ky.—**State Line Bcstg. Co. Inc.**, 1250 kc.

KEEL Shreveport, La.—**Foster & Assoc.**, 710 kc. Changed from KTBS.

KQAQ Austin, Minn.—**George A. Homel II**, 970 kc.

WREM Remsen, N. Y.—**Town & Country Bcstg. Inc.**, 1480 kc.

WMLN Millington, Tenn.—**Millington Bcstg. Co.**, 1220 kc.

New Fm Stations

ACTIONS BY FCC

Boston, Mass.—**Westinghouse Broadcasting Co.**, granted 106.7 mc, 2.8 kw unl. P. O. address 122 E. 42nd St., New York, N. Y. Estimated construction cost $7,500. Westinghouse interests include **WBZ-AM-TV Boston, KYW-AM-FM-TV Cleveland, KPIX (TV) San Francisco, WBZA-AM-FM Springfield (Mass.), KDKA-AM-FM-TV Pittsburgh, WOWO Fort Wayne (Ind.), KEX-AM-FM Portland (Ore.), WIND-AM-TV Chicago** and **WJZ-TV Baltimore**. This grant made without prejudice to whatever action FCC may deem necessary as result of decision in case of **Standard Radio and Television Co.** v. **Chronicle Pub. Co., Westinghouse**, et al, Superior Court, Calif. Announced Oct. 31.

Philadelphia, Pa.—**Max M. Leon Inc.**, granted 105.3 mc, 20 kw unl. P. O. address Belmont Ave. & Edgley Rd., Philadelphia. Estimated construction cost $24,980, first year operating cost $40,300, revenue $40,300. Mr. Leon owner **WDAS Philadelphia**, will be sole owner. Announced Oct. 31.

APPLICATIONS

Beverly Hills, Calif.—**Radio Beverly Hills** 106.7 mc, 70.664 kw unl. P. O. address Box 1412, Beverly Hills, Calif. Estimated construction cost $29,745, first year operating cost $62,000, revenue $68,000. Owners are **Saul Robert Levine** (80%) and **F. E. Wilson** (20%). Mr. Levine, attorney, is permittee, **KBCA Beverly Hills, KBCO San Francisco**; 25% stockholder, **KCAL Redlands**, all **Calif.** Mr. Wilson is in music equipment manufacturing. Announced Nov. 4.

Santa Barbara, Calif.—**Tri Counties Bcstg. Co.**, 95.1 mc, 1 kw unl. P. O. address 25 West Anapamu, Santa Barbara, Calif. Estimated construction cost $14,380, first year operating cost $15,000, revenue $22,000. Owners are **William H. Buckley** and **Richard Barrett Cuetara** (each 50%). Mr. Buckley is in music franchising; Mr. Cuetara is partner with Mr. Buckley in music firm and has been promotion manager, **KEYT Santa Barbara**. Announced Nov. 1.

Denver, Colo.—**George Basil Anderson**, 100.3 mc, 2.37 kw unl. P. O. address 6535 W. Jewel, Denver, Colo. Estimated construction cost $6,762, first year operating cost $2,000, revenue $2,000. **Mr. Anderson**, sole owner, is owner of **KJSK Columbus, Nebr., KJRG Newton, Kan.** and 50% partner of **KCLO Leavenworth, Kan.** Announced Nov. 4.

Existing Fm Stations

ACTIONS BY FCC

WOPA-FM Oak Park, Ill.—Granted cp to change from Class A to Class B station and change from 102.3 mc with ERP 1 kw to 102.7 mc with ERP 10 kw; engineering condition. Announced Oct. 31.

CALL LETTERS ASSIGNED

KFMK Houston, Tex.—**James R. Corry**, 97.9 mc.

WKFM Chicago, Ill.—**Frank S. Kovas Jr.**, 103.5 mc.

KEEL-FM Shreveport, La.—**Foster & Assoc.**, 96.5 mc. Changed from KTBS-FM.

Ownership Changes

ACTIONS BY FCC

WJOE Ward Ridge, Fla.—Granted assignment of license to **Rupert P. Werling**; consideration $40,000. Announced Oct. 31.

KHVH-TV Honolulu, Hawaii—Granted transfer of control from **Henry J. Kaiser** and **Hal Lewis** to **Kaiser-Burns Development Corp.** (Henry J. Kaiser Co. 50% owner and Fritz B. Burns, president, 43.6% owner); consideration $43,750.

KHVH Honolulu, Hawaii—Granted transfer of control from **Henry J. Kaiser** and **Hal Lewis** to **Kaiser-Burns Development Corp.** (see above); consideration $125,000. Announced Oct. 31.

WKRO Cairo, Ill.—Granted transfer of control from **Oscar C., Geraldine F.** and **Robert O. Hirsch** to **James F. Hirsch**, individually and as voting trustee for **Marjorie Ann Hirsch**; no consideration. Announced Oct. 31.

KYTE Pocatello, Idaho—Granted assignment of license to **Thomas R.** and **Andrew H. Becker**, d/b as **Pocatello Bcstg. Co.** (interest in **KNPT Newport, Oreg.**); consideration $60,000. Announced Oct. 31.

WREX-TV Rockford, Ill.—Granted transfer of control from **Greater Rockford Television Inc.** to **Continental Television Corp.** for $2,850,000. Continental Television Corp. is owned by **Lester Townes (Bob) Hope** (50%), **Albert Zugsmith** (25%), **Arthur B. Hogan** (10%)) and **Ashley L. Robison** (15%). Mr. Hope is 40.37% stockholder of **KOA-AM-TV Denver, Colo.** Mr. Zugsmith is 37.5% stockholder of **KVSM San Mateo, Calif.**, 25% stockholder of **KULA-AM-TV Honolulu, Hawaii**, 17.5% of **KSHO Las Vegas, Nev.**, 17.5% of **KBMI Henderson, Nev.**, 9% of **KBYE Oklahoma City, Okla.**, 55.57% of **KRKD-AM-FM Los Angeles, Calif.**, 55.57% of **KITO San Bernardino, Calif.** Mr. Hogan is 25% owner of KULA-AM-TV, 18% shareholder of KBYE, owner of **KFOX Long Beach, Calif.**, 18% shareholder of KSHO-TV and KBMI. Mr. Robison is 75% owner of **KOVO Provo, Utah**, 25% owner of **Southern Calif. Bcstrs. Inc.**, 9% owner of **Great Empire Bcstg. Corp., Oklahoma City, Okla.** Announced Oct. 31.

WCPM Cumberland, Ky.—Granted assignment of license and cp from **Edward F. Shadburne** to **Cumberland City Bcstg., Inc.** (**Elmo Mills**, president; interests in **WFTG London, Ky.**, and **WNRG Grundy, Va.**); consideration $41,860.

WNGO-AM-FM Mayfield, Ky.—Granted transfer of control from **R. B. Ligon** and **T. E. Brewer** to **Charles W. Stratton** and **H. D.** and **Mose Bohn**; consideration $120,000; transaction not to be consummated prior to time license for **WKTM-AM-FM Mayfield**, are surrendered as proposed.

WOOW New Bern, N. C.—Granted assignment of license to **WBOF-TV Inc.** (75% owner **WBOF Virginia Beach, Va.**); consideration $50,000.

WIIC (TV) Pittsburgh, Pa.—Granted relinquishment of positive control by **P. G. Publishing Co.**, through sale of stock to **H. Kenneth** and **Margaret M. Brennen** and **Mary Thelma Bregenser**; consideration $500,000. Announced Oct. 31.

KIHO Sioux Falls, S. D.—Granted transfer of control from **James A. Saunders** to **William F. Johns Jr.** (now 49% owner and interests in **WMIN St. Paul, Minn., WOSH Oshkosh, Wis.**, and **KMNS Sioux City, Iowa**); consideration $33,555 for remaining 51%. Announced Oct. 31.

WROM-TV Chattanooga, Tenn. — Granted transfer of control from **Dean Covington** as executor of **Leon Covington Estate, Edward N. McKay, Charles Doss** and **Mary W. Jessee** to **Martin Theatres of Georgia Inc.** (tv station **WTVM Columbus, Ga.**); consideration $722,500.

WSKI Montpelier, Vt.—Granted assignment of license to **Green Mt. Bcstg. Co. Inc.** (**David E. Endman**, president, has interests in **WEBO Owego** and **WTKO Ithaca**, both **N. Y.**); consideration $75,000 plus. Announced Oct. 31.

APPLICATIONS

WRMA Montgomery, Ala.—Seeks assignment of license from **The Southland Bcstg. Co.** to **WRMA Bcstg. Co. Inc.** for $165,000. WRMA Bcstg. is owned by **OK Realty & Investment Co.** of **Atlanta, Ga.** Other interest of owners: **WAOK Atlanta**. Announced Oct. 31.

KDZA Pueblo, Colo.—Seeks involuntary transfer of control of licensee corp. (**Pueblo Radio Co. Inc.**) to **Dee B. Crouch**, administrator of the estate of **Zula Seaton**, deceased. Announced Nov. 6.

WHCN Hartford, Conn.; **WBCN Boston, Mass.**; **WYCN New York, N. Y.**; **WXCN Providence, R. I.**—Seeks acquisition of positive control of licensee corp. (**Concert Network Inc.**) by **T. Mitchell Hastings Jr.** through purchase of stock from **John W. Guider** for $45,000. Mr. Hastings has been chairman of board of licensee corp. Announced Nov. 1.

KYME Boise, Idaho—Seeks assignment of license from **Radio Boise Inc.** to **Keith E. Patterson** and **Ellen D. Patterson** for $84,000. Keith Patterson is manager of **KONP Port Angeles, Wash.** Ellen Patterson is housewife. Announced Oct. 31.

WTAN Clearwater, Fla.—Seeks assignment of license from **WTAN Inc.** to **Clearwater Radio Inc.** for $150,000. Clearwater Radio Inc. is owned by **H. Dennison Parker** (51%) and others. Announced Nov. 5.

WMMB Melbourne, Fla.—Seeks transfer of control of licensee corp. (**Melbourne Bcstg.**) from **Erna Bessler** to **Harlan G. Murrelle, Myron W. La Barr, David M. Simmons, Albert E. Theetge, John T. Stethers** and **Howard L. Green** for $102,500. Mr. Murrelle is president and 16.66% stockholder of **WOND Pleasantville, N. J.**; Messrs. La Barr, Simmons, Theetge and Stethers are 16.66% stockholders of WOND; Mr. Green is general manager of WOND. Announced Nov. 6.

WEAR Pensacola, Fla.—Seeks assignment of license from **Gulfport Bcstg. Co. Inc.** to **Florida Radio and Bcstg. Co.** for $112,500. Florida Radio & Bcstg. is owned by **Edward J. Oberle, H. R. Playford, H. W. Holland** and **Ed C. Wright** (each 25%). Mr. Oberle is owner of **WIVY Jacksonville, Fla.** Mr. Playford is board chairman and 25.6% stockholder of **Suncoast Cities Bcstg. Corp., St. Petersburg, Fla.** Mr. Holland is president and 25.7% stockholder of Suncoast Cities. Mr. Wright is vice pres. and 25.6% stockholder of Suncoast Cities. Announced Nov. 4.

WIKB Iron River, Mich.—Seeks assignment of license from **WIKB Inc.** to **Iron County Bcstg. Corp.** for $53,000. Iron County Bcstg. is owned 100%, initially, by **Edwin Phelps Sr.** Mr. Phelps, attorney, is 40% owner of **WTAY Robinson, Ill.** Announced Nov. 4.

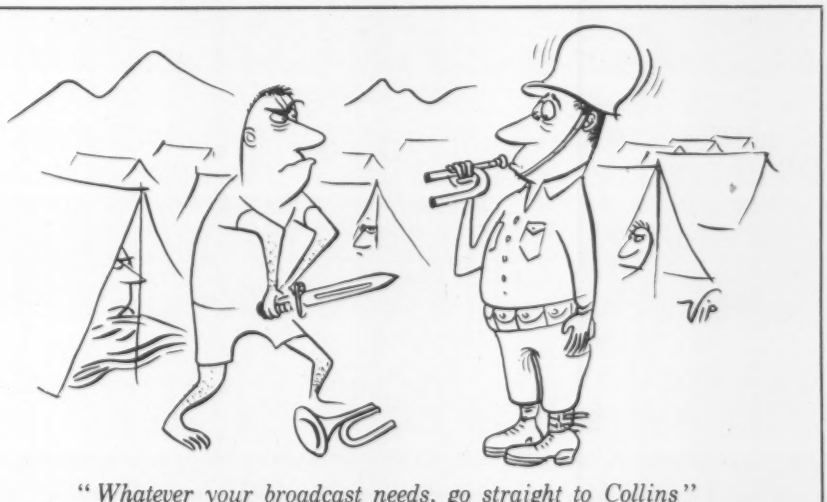
WDEB Gulfport, Miss.—Seeks assignment of license from **Denver T. Brannen** to **Electronics Research Inc. of Evansville** for $80,000. Electronics Research is owned by **John B. Caraway** (50%) and **Norma S. Caraway** (50%). Mr. Caraway is in research and electronic mfg. Norma Caraway is housewife. Announced Oct. 31.

WAAT-AM-FM Newark, N. J.—Seeks transfer of control of licensee corp. (**Bremer Bcstg. Corp.**) from **Irving Rosenhaus, Matthew Rosenhaus, Emanuel Pollack, Morton Pollack**, *et al.*, to **National Telefilm Assoc. Inc.** for total of $3.5 million (see **WATV (TV) Newark**, below). NTA is publicly held corp., with listing on American Stock Exchange (for further information see [GOVERNMENT, Nov. 4]).

WATV (TV) Newark, N. J.—Seeks transfer of control of licensee corp. (**Atlantic Television**) from **Irving R. Rosenhaus, Matthew B. Rosenhaus, Emanuel Pollack** and **Morton Pollack**, *et al.*, to **National Telefilm Assoc. Inc.** for total of $3.5 million (see **WAAT-AM-FM Newark**, above).

WMFD-TV Wilmington, N. C.—Seeks transfer of 60% of Class A common voting stock of permittee corp. (**WMFD-TV Inc.**) from **Richard Austin Dunlea** and **Louise M. Dunlea** to **Carolina Bcstg. System Inc.** and **James W. Jackson** for $150,000 and $3,850, respectively. Carolina Bcstg. Inc. owns **WNCT (TV) Greenville, N. C.** James W. Jackson has soft drink and beer interests. Announced Nov. 1.

WAND Canton, Ohio—Seeks assignment of license from **P. C. Wilson** to **Dover Bcstg. Co. Inc.** for $150,000. Dover Bcstg. Co. is owned by **Mrs. Agnes J. Reeves Greer** (99%) and others. Mrs. Greer is president and 50.841% stockholder of



"Whatever your broadcast needs, go straight to Collins"

WAJR-AM-FM Morgantown, W. Va., president and 99% stockholder of **WJER Dover, Ohio,** is licensee and permittee respectively, of stations **WKJF (FM)** and **WKJF-TV Pittsburgh, Pa.** Announced Nov. 5.

WNAX Yankton, S. D.; KVTV (TV) Sioux City, Iowa — Seek assignment of licenses from **Cowles Bcstg. Co.** to **Peoples Bcstg. Corp.** for $3,000,000. Peoples Bcstg. Corp. is owned by **Nationwide Mutual Insurance Co.** Peoples Bcstg. is licensee of **WRFD Worthington, Ohio; WGAR-AM-FM Cleveland, Ohio; WMMN Fairmont, W. Va.,** and **WTTM Trenton, N. J.** Announced Oct. 31.

KTWO-TV Casper, Wyo.; KTWX-TV Sheridan, Wyo. — Seek assignment of permittee corp. **(Harriscope Inc.)** to **Harriscope Inc., Benjamin Berger, Irving B. Harris** and **Donald P. Nathanson** d/b as **Rocky Mountain Tele Stations,** for $15,000 of Harriscope Inc.'s properties and $30,000 cash. Announced Oct. 31.

Hearing Cases

FINAL DECISIONS

By memorandum opinion and order of Nov. 6, Commission (1) denied petition by **Radio Dinuba Co. (KRDU) Dinuba, Calif.,** for review of examiner's ruling allowing partnership doing business as **Radio KYNO (KONG) Visalia, Calif.,** to amend its application to substitute **Air Waves, Inc.,** as applicant and retaining amended application in hearing status; (2) affirmed examiner's ruling, and (3) found **Air Waves, Inc.,** legally, technically, and financially qualified to operate the KONG proposal in am proceeding. By separate memorandum opinion and order of same date, the Commission denied petitions by KRDU for enlargement of issues with respect to program service and community needs and to signal strength.

Commission announced its decision of Nov. 6 which (1) granted petition by **The Good Music Station, Inc.,** and **RKO Teleradio Pictures, Inc.,** insofar as they request withdrawal of exceptions and to reopen record, and denied petitions in all other respects; (2) set aside Nov. 21, 1956 action ordering reassignment of license and cp of station **WGMS Bethesda, Md.,** and license of **WGMS-FM Washington, D. C.,** from RKO Teleradio Pictures, Inc., to The Good Music Station, Inc., and postponing effective date of action granting assignment applications; and (3) affirmed and reinstated July 18, 1956 grant of assignment of licenses and cp from The Good Music Station, Inc., to RKO Teleradio Pictures, Inc. Commissioners Bartley and Ford abstained from voting.

By memorandum opinion and order of Nov. 6, Commission (1) denied petitions by **Greater Erie Bcstg. Co.** and **Great Lakes Television, Inc.,** to enlarge issues in **Buffalo, N. Y.,** ch. 7 comparative proceeding; and (2) on the Commission's own motion, reopened the record and remanded the matter to the hearing examiner to take evidence on enlarged issues to determine location of the proposed Grade A and B contours of three applicants, to determine, on a comparative basis, the areas and populations within respective Grade A and Grade B contours which may reasonably be expected to receive actual service from the applicants' proposed stations, and in event proof under these issues shall establish that any or all of three applicants will bring actual service to areas and populations not served by either or both of its competitors, to determine the number of services, if any, presently available to such areas and populations; orders examiner to issue a supplemental initial decision.

Commission announced its memorandum opinion and order of Oct. 30 which (1) affirmed May 8 decision granting application of **Drew J. T. O'Keefe, Jack J. Dash** and **William F. Waterbury** for new am station to operate on 1490 kc, 250 w, U, in **Levittown-Fairless Hills, Pa.,** and denying competing application of **Mercer Bcstg. Co., Trenton, N. J.;** and (2) denied Mercer petition for reconsideration. Commissioners Craven and Ford abstained from voting.

INITIAL DECISIONS

Commission on Oct. 31 ordered that initial decision which looked toward grant of application of **Claremore Bcstg. Co.** for a new am station to operate on 1270 kc, 500 w, D, in **Claremore, Okla.,** and which would have become effective on Nov. 4 pursuant to Sect. 1.853 of the rules, shall not become final pending further review by the Commission.

By order of Nov. 6, Commission made effective immediately initial decision and granted application of **Nevada Radio-Television, Inc.,** for new tv station to operate on ch. 10 in **Elko, Nev.**

By order of Nov. 6 Commission made effective immediately initial decision and granted application of **Jefferson Bcstg. Co., Inc.,** for a new am station to operate on 620 kc, 500 w, D, DA in **Louisville, Ky.;** engineering condition.

Hearing Examiner Charles J. Frederick issued initial decision looking toward grant of application of **Port City Television Co., Inc.,** for new tv station to operate on ch. 18 in **Baton Rouge, La.**. Announced Oct. 31.

Routine Roundup

ACTIONS BY FCC

By order of Oct. 31, Commission extended nunc pro tunc as of 3:01 a.m. EST, Oct. 17, 1957, until such time as Commission shall take further action in acordance with mandate of Court of Appeals, permit to American Bcstg.-Paramount Theatres Inc., to locate, use or maintain broadcast studio or other place or apparatus in United States for production of programs to be transmitted or delivered to tv station **XETV Tijuana, Mexico,** and this extension shall terminate in all respects as of date of release of such further action without further order of Commission; further ordered that action on petitions by **Wrather-Alvarez Bcstg. Inc. (KFMB, KFMB-TV), San Diego, Calif.,** for immediate issuance of cease and desist order continue to withhold authorization pending resolution of proceeding on merits, and to reopen record and enlarge issues, is deferred pending reconsideration of mandate of the Court of Appeals.

Commission on Nov. 6 scheduled following proceedings for oral argument on Nov. 25:

Star of the Plains Bcstg. Co., Slaton, Tex., and **Plainview Radio, Plainview, Tex.;** and

Lawrenceville Bcstg. Co., Lawrenceville, Ill., and **Southern Indiana Bcstrs. Inc., Newburgh, Ind.**

PETITIONS FOR RULE MAKING FILED

Gulf Television Corp, KGUL-TV Galveston, Tex.—Petition requesting amendment of Sec. 3.606 (b) of rules to delete ch. 11 from **Galveston, Tex.,** and reassign same to **Houston, Tex.** Petitioner also requests mod. of KGUL-TV's license to specify operation on ch. 11 in Houston in lieu of ch. 11 in Galveston be made effective on same date that reassignment of ch. 11 is made effective. Announced Nov. 1.

Lion Television Corp., WDAM-TV Hattiesburg, Miss.—Petition requesting amendment of Sec. 3.606 to assign ch. 9 to **Baton Rouge, La.,** and delete same from Hattiesburg, Miss., contingent upon (1) issuance of order to show cause why license of WDAM-TV should not be modified to specify operation at Baton Rouge, La.; (2) surrender by **Modern Bcstg. Co.** of Baton Rouge, Inc. of its license to operate **WAFB-TV** (ch. 28) Baton Rouge prior to the commencement of operation by WDAM-TV (ch. 9) Baton Rouge, and (3) mod. of cp of **Laurel Television Co.** to specify operation from present site of WDAM-TV as of time WDAM-TV ceases to operate ch. 9 at Hattiesburg, Miss. Announced Nov. 1.

Wm. Penn Bcstg. Co., WPEN-FM Philadelphia, Pa.—Petition requesting amendment of Secs. 3.293, 3.294 and 3.295 of rules so that fm stations engaged in specialized services such as background music may broadcast on multiplex basis if they wish, but shall not be required to do so. Announced Nov. 1.

ACTIONS ON MOTIONS

By FCC on October 31

On petition by **Dispatch Inc., WICU** (ch. 12) **Erie, Pa.,** Commission on Oct. 30 granted extension of time for filing comments from Nov. 5 to Nov. 12 in tv rule-making proceedings involving **Erie, Pa.; Akron-Cleveland, Ohio; Clarksburg** and **Weston, W. Va.; Flint-Saganaw-Bay City, Mich.**

By Commissioner Rosel H. Hyde on October 29

Granted petition by the Broadcast Bureau for extension of time to Nov. 7 to file responses to "Petition for Revision of Hearing Issues" and "Petition to Enlarge and Change Issues" filed by **Evangeline Bcstg. Co. Inc.** and **Acadian Television Corp.,** respectively, in proceeding on applications of **KTAG Associates (KTAG-TV) Lake Charles, La.,** for mod. of cp to change from ch. 25 to ch. 3 and Evangeline Bcstg. Co. Inc. and Acadian Television Corp., for cps for new tv stations to operate on ch. 3 in Lafayette, La.

By Hearing Examiner Elizabeth C. Smith on October 29

Granted petition of **Bosque Radio, Clifton, Tex.,** for leave to amend its am application to present engineering changes which may show that proposed operation meets requirements of Commission, particularly Sec. 3.28 (c), and application as amended is removed from hearing docket and returned to processing line.

October 30

By Hearing Examiner Basil P. Cooper

Granted petition of **Basin Bcstg. Co., Durango, Colo.,** insofar as requests leave to amend its application to submit new engineering proposal requesting authority to construct Class IV station to operate on 1240 kc in lieu of 1490 kc presently requested; application as amended is removed from the hearing docket.

By Chief Hearing Examiner James D. Cunningham

Granted petition of **Jack A. Burnett** for dismissal of application without prejudice and retained in hearing status application of **Beehive Telecasting Corp.,** both for cps for new tv stations to operate on ch. 11 in **Provo, Utah.**

By Hearing Examiner Millard F. French

By agreement of parties, ordered that exchange of exhibits in proceeding on am application of **WNAB Inc. (WNAB) Bridgeport, Conn.,** shall take place on Dec. 10.

By agreement of parties in proceeding on applications of **Sarkes Tarzian Inc.** and **George A. Brown Jr.,** for cps for new tv stations to operate on ch. 13 in **Bowling Green, Ky.,** ordered that prehearing conference which was continued on July 22 to a date to be set by further order, is

Continued on page 113

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 1

Beaumont, Tex., ch. 6 (9-30-57).

AWAITING ORAL ARGUMENT: 8

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Cheboygan, Mich., ch. 4 (6-21-57); Buffalo, N. Y., ch. 7 (9-13-57); Lubbock, Tex., ch. 5 (9-9-57); Mayaguez, P. R., ch. 3.

IN HEARING: 6

Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Ogden, Utah, ch. 9 (7-3-57); Baton Rouge, La., ch. 18 (7-11-57); Beaumont-Port Arthur, Tex., ch. 12.

IN COURT: 10

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10; Boston, ch. 5; Springfield, Ill., ch. 2; Charlotte, N. C., ch. 9; Biloxi, Miss., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Indianapolis, Ind., ch. 13.

ALLEN KANDER
and Company
NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N.W.
Washington 6, D. C.
NAtional 8-1990

NEW YORK
60 East 42nd Street
New York 17, N. Y.
MUrray Hill 7-4242

CHICAGO
35 East Wacker Drive
Chicago 1, Illinois
RAndolph 6-6760

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

New fulltime in metropolitan market of 640,000 staffing. Sales, pd, sports and other. Want pros. Challenging opportunity. WMNI, 1375 Sunbury Rd., Columbus, Ohio.

Management

Manager wanted immediately for radio station in metropolitan Canadian city. The right man should be strong on sales and promotion and willing to accept real challenge to build up station. Excellent opportunity for man not afraid of plenty of work at least for the first year. Excellent salary and incentive. Also wanted, three salesmen. Rush full details and previous experience to Box 718B, BROADCASTING.

Sales minded station manager. Also need an account executive for outstanding Florida station. All replies confidential to Box 789B, BROADCASTING.

Need a combo manager-salesman for small southwest single market. Must be capable of personal sales, as well as organizational ability to train others in competitive market. Must have knowledge of agency and regional accounts. Box 802B, BROADCASTING.

Manager-salesman-promoter for solid, excellent home-town station. Contact Bevins, WMLF, Pineville, Kentucky.

Sales

Good opportunity in Wilmington, Delaware for experienced man who can sell radio. Guaranteed $125 per week against 15%. Personal interview necessary. List age, education, experience, present billing. Box 685B, BROADCASTING.

Illinois station has opening for salesman. Established territory, straight commission. If you're worth $7,000 a year, write Box 794B, BROADCASTING.

Aggressive, dependable salesman for midwest market. Guarantee plus commission. Box 858B, BROADCASTING.

Sales manager, have proven ability? Strong Detroit independent offers unlimited possibilities with growing chain. Good salary plus. Box 892B, BROADCASTING.

Immediate opening for experienced local sales manager. Excellent opportunity for qualified man with top, fulltime station in flourishing market. Send full particulars in first letter to General Manager, WCLI, Corning, New York.

We are looking for a saleslady to assist in radio time sales. We would like one with either agency or station experience. A guaranteed salary plus commissions to handle specialty accounts. Some air time if desired. Send photo and full information. WFRO, Fremont, Ohio.

Immediate opening for experienced salesman. Established accounts and market. Guarantee against commission. This is a well paying position for the ambitious salesman. Send full information, experience and photo. You will be called by phone for personal interview if your qualifications meet requirements. Contact Robert F. Wolfe, WFRO, Fremont, Ohio.

Write your own ticket! Sales opening at WLOB, Portland's top station and key Lobster Network outlet, means opportunity for top man. Grow with us! Contact Mel Stone, WLOB, Portland, Maine.

Sales man immediately. Station WQIC, Meridian, Miss. 100% negro programmed, 5 kilowatt. Excellent opportunity, $100 week guarantee against 15%, car expenses furnished. Experience necessary. Jay Gilbert, 2306 4th Street, Meridian, Miss.

Announcers

Florida top-notch pop DJ. $100 week to start. Additional income by selling. Send tape, resume, references first letter. Box 441B, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Disc jockeys: Know your music? Station with more listeners than all competitors wants two men. Outstanding Storz style dj, also combo man. Openings in sixty to ninety days. Move up fast and make more money in expanding Illinois operation. Send tape and pic with complete resume. Box 555B, BROADCASTING.

Need immediately: Top production announcer for southern Alabama outstanding CBS affiliate. Music—news. 30,000 population. Excellent pay for right man. Must have good voice, be quality and production conscious, collect and write news. Need man full of enthusiasm for new radio conceptions. Send full resume, tape of production work and salary requirements to Box 702B, BROADCASTING.

Need tape, resume, photo from versatile announcer. 50 kw central New York station. Box 762B, BROADCASTING.

Immediate opening for staff announcer qualified also as newsman. 1,000 watt independent near Chicago. Personal interview necessary, detail age, education, experience in resume. Box 821B, BROADCASTING.

Program director-announcer for 5000 watt station in New England. Must be mature, responsible and able to handle personnel. Send resume and tape with news, commercials and sample music program. Box 835B, BROADCASTING.

Tv affiliated first station in five-station midwest medium market desires capable board-operating morning man with sound staff qualifications and television potential. No eccentrics considered. Address tape, resume, snapshot and requirements to Box 863B, BROADCASTING.

In and around Dallas, Texas, we need good announcers, no dj's please. Must know good music, send tape and resume to Box 875B, BROADCASTING.

Top morning man for regional independent in growing community. Send tape and resume to KFRD, Rosenberg, Texas.

Experienced announcer. Can also sell at high percentage, to later become commercial manager. Contact Dr. F. P. Cerniglia, Radio Station KLIC, Monroe, Louisiana, Fairfax 3-4617.

Announcer with first phone, no maintenance, contact G. C. Packard, KTRC, Santa Fe, N. M.

Announcer with approximately one year experience looking for permanency and a real future, for morning show. Send tape, resume and pictures to WARK, Hagerstown, Maryland.

Announcer-newsman who would like to take over complete news department. Must be able to gather, write and broadcast. Good opportunity in a good news station. WBYS, Canton, Illinois.

Experienced staff dj. All-round man. WKLZ, Kalamazoo, Michigan.

Announcer, 250 watt established station. Good salary. Experience not essential. Send tape and resume to Manager, WNBZ, Saranac Lake, New York.

Negro announcers experienced, immediately. WQIC, 5 kilowatt, Meridian, Miss. 100% negro programmed. Jay Gilbert, 2306 4th Street, Meridian, Miss.

Fulltime 5 kw, independent, wants pop dj who can do news, and who wants to become a member of growing organization. Start at $75.00 per week. Send tape, resume and photo to T. C. Hooper, Radio Station WQOK, P. O. Box 298, Greenville, S. C.

Wanted, announcer with first phone by stable newspaper owned stations. Experience preferred but not necessary if can read commercials and newscasts well. Call collect, Fred Gresso, WRSW, Warsaw, Indiana.

Experienced Michigan staff announcer. Sports or farm background helpful. Call Twinbrook 3-7551, Bay City, Michigan.

RADIO

Help Wanted—(Cont'd)

Technical

Engineer-announcer with first class ticket for clear channel Alabama station. Good pay and pleasant working conditions. Send tape and resume to Box 775B, BROADCASTING.

Need an engineer-announcer for small southwest single market. Prefer man from the southwest. Box 801B, BROADCASTING.

Wanted engineer for 5000 watt network affiliate, south, must stay sober, be cooperative, energetic with good character. Full information photo, references required first letter. Box 804B, BROADCASTING.

Chief engineer, immediate opening, 5 kw fulltime midwest directional. Wonderful opportunity. Box 831B, BROADCASTING.

Engineer, first class technical announcer. Interesting work. Must have small town experience. Fine future. Write. Box 910B, BROADCASTING.

Combination engineer-announcer needed immediately. Good salary. Excellent working conditions. Call, wire or write Les Ryder, KCIL, Houma, Louisiana.

Chief engineer-announcer send tape and resume to KWOW, Pomona, California.

Technical supervisor take charge well equipped am-fm operation. New Gates kilowatt am, GE fm transmitters, remote controlled. Applicants must have several years all-around maintenance experience. Excellent opportunity for engineer preferring station which maintains A-1 equipment condition. Contact Ray Cheney, WMIX, Mt. Vernon, Illinois.

Production-Programming, Others

Local newsman, small New England city. We want man who can "leg a beat," write and do news broadcasts. Preferably a New Englander but not a must. Salary open. Box 867B, BROADCASTING.

North central Ohio independent needs livewire program director. Must be qualified to handle department. Need a leader, not a dreamer. Box 876B, BROADCASTING.

Someone to handle traffic and some correspondence. Progressive station. Northwest North Carolina. Wonderful climate. Excellent pay to the right person. Box 882B, BROADCASTING.

Program director for Houston, Texas radio station. Requirements are: idea man able to come up with audience—producing gimmicks and promotion, and with recent experience in all phases of modern programming. A good production man capable of originating, writing and producing salable spots. A forceful personality capable of assuming command of the announcing staff and complete operation of the station. A detail man capable of becoming the right hand man to the manager. Good starting base pay plus incentive bonus based on results. Opportunity to advance with an organization owning seven stations. Give complete details first letter including picture and starting pay desired. Box 914B, BROADCASTING.

Program director-office manager. KOKA, Shreveport, Louisiana. No air work. Good executive ability. Growing radio group. Need man to advance with group. Family man, southerner 24-30. Salary commensurate. Immediate. Send photo resume air mail; William Anderson, Manager, KOKA, Box 3605, Shreveport.

Copywriter. Experienced. Send details. WEOK, Poughkeepsie, N. Y.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Newsman, no experience necessary. $60 week to start. Journalism background preferred. Enthusiasm desired. No clock watchers please. Contact News Director, Ed Leonard, WICH, P. O. Box 629, Norwich, Connecticut, pronto.

Newsman. Radio-television, capable leg and air man with small market station experience who can gather, write, and air news; journalism education background preferred; married; veteran; stable and dependable with good references; one who wants a permanent berth in a news department which has twice received national recognition. Scale starts at $85 for 40 hours. Salary commensurate with experience and ability. Write or phone W. P. Williamson, WKBN, Youngstown, Ohio. Sterling 2-1145.

Program director white. Radio Station WQIC, immediately. 5 kilowatt, 100% negro programmed station, WQIC, Meridian, Miss. Experience in negro programming helpful but not necessary. Top salary to right man. Jay Gilbert, 2306 4th Street, Meridian, Miss.

RADIO

Situations Wanted

Management

Seeking first opportunity as manager. Ten years radio-tv-theatre. 30, married, mature. Box 862B, BROADCASTING.

Seeking job manager small station southern states working interest or salary. Experienced announcing, sales programming. Not a super radio man, just plain common sense. Ambitious. References. Available immediately. Box 884B, BROADCASTING.

17 years successful radio! Selling my 50% of station to dissolve partnership. Now in market for new property or managership for responsible persons. Thoroughly conversant with all phases of radio. Young (34), aggressive. Family man. Prefer station that needs help, but not a "shoe-string" operation Box 904B, BROADCASTING.

Sales

Combo salesman, air personality. Mature, well-known, reliable. Grossed $100,000 in past year. Wishes to relocate for '58—on! Box 889B, BROADCASTING.

Experienced radio-tv salesman. Strictly on commission basis. No salary, no advance, no draw. If you want new accounts, greater volume, higher profits, write or wire P.. O. Box 1232, Coral Gables, Florida.

Announcers

2 years experience. Strong music, Basie to Beethoven. News, write continuity and copy. Tops on board. Box 525B, BROADCASTING.

Young announcer. Has experience. Personality. Audition in person or tape on request. Will travel. Improvement and advancement goal. Start immediately. Box 753B, BROADCASTING.

DJ beginner, capable, eager to please, salary second to opportunity. Grad N. Y. radio school. Tape and resume immediately on request. Box 785B, BROADCASTING.

Girl personality, dj, run own board, eager to please. Free to travel, gimmicks and sales. Box 786B, BROADCASTING.

Personality-dj. Strong commercials, gimmicks, etc., run own board. Steady, eager to please, go anywhere. Box 787B, BROADCASTING.

Music-news—announcer-ticket, no maintenance, some experience. $400 minimum. Box 806B, BROADCASTING.

Hey you, Mr. Station Manager, are you looking for a dj to do an afternoon or late nite show? Look no further. I'm 20 years old, 2½ years experience, know all types of music, top 10-bottom 50-you name it, 3rd ticket. No hours too long, no station too small. Presently employed. Don't hesitate, here is the disc jockey you need. Write Box 854B, BROADCASTING.

Announcer: Radio-tv. Mature, friendly, appealing "sell" voice. Versatile, conscientious. Seeking position with permanency and future. Production-minded, capable writer. Box 855B, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Commercial announcer—14 years experience in all facets of commercial radio. PD to sales. Married, 30 years old, sober. Desire large market 50 kw radio. Presently pd of indie operation. Best of references from every past employer. Box 856B, BROADCASTING.

Announcer: minor experience with plenty of ambition. Looking for chance to learn—can handle board. Salary no object. Box 857B, BROADCASTING.

Westward ho! Personality deejay who can really sell! Sponsors recommend me! 6 years experience. Excellent voice, versatile, smooth production, refreshing delivery, good references. Present salary $125.00. Know radio and record business thoroughly. Desire California, or large market west or southwest. Box 860B, BROADCASTING.

Presently with North Carolina five kilowatt announcing, selling, maintaining equipment (first phone), and handling various other tasks. Problem: no room for advancement. Young, industrious, married, veteran. Box 864B, BROADCASTING.

DJ/announcer, married, flexible personality, sales and advertising background, recent radio school graduate, interested in immediate opening. Box 870B, BROADCASTING.

Experienced announcer desires position as announcer. Several years experience and college graduate. Box 871B, BROADCASTING.

DJ—love popular music, fast informal show, good production, responsibility. College graduate, veteran. Second phone, first-December, 1½ years experience. Prefer Florida, consider all. January. Box 874B, BROADCASTING.

Highly experienced deejay now in top market. Negro. Great voice. Hipster. First phone. Box 887B, BROADCASTING.

Polished announcer, first ticket, metropolitan am or fm station programming concert or "good" music. Box 890B, BROADCASTING.

Three ways better! DJ copywriter and artist. Four years experience. Available now! Box 894B, BROADCASTING.

Staff announcer, experienced in dj commercial writing and can operate own board. Desire to relocate. Box 895B, BROADCASTING.

Negro dj, 26 years. Married, stable. Three years experience. Can supply best references. Trained in Storz programming. Strong on news and ad-lib. Want to get ahead. Midwest, north preferred—no deep south. Tape and resume on request. $100 minimum. Am worth it. Box 897B, BROADCASTING.

Basketball announcer, 7 years experience. Finest of references. Excellent voice. Box 898B, BROADCASTING.

Morning, noon, nightman! Personality dj, news, sports play-by-play color. First phone. Run own board. Single, veteran, 26, 2½ years experience. Go anywhere! Box 900B, BROADCASTING.

Announcer, first phone, no maintenance, experienced, college, married, veteran, employed. Box 903B, BROADCASTING.

Ambitious young sportscaster seeking fulltime sports job with radio-tv combo, preferably midwest. Well-versed all sports. Fine references. Married, college, Box 878B, BROADCASTING.

Have experience: Staff radio announcer (news, sports, dj) radio sales, servicing, copywriting, tv production-major program. Will travel. Anywhere to do any or all of above. For resumes, tapes, write: Box F, 250 Brower Avenue, Rockville Centre, N. Y.

Good experienced pops-standards deejay, newscaster. Smooth delivery. Relocating Michigan, Ohio, Indiana. Small or large station. 25, married, college, draft exempt. Not a drifter. Have even been successful in southern border state. Negro, no racial accent. References. I'm good; available for personal interview. Carter, 381 Holbrook, Apt. 210, Detroit.

Announcer-salesman, graduate, mature, strong on commercials, wants experience at small station. Salary unimportant. Will go anywhere. W. Gouveia, 116 Lime Street, Englewood, Calif.

1st phone combo man, tv or radio, ready to travel, west coast bay area preferred. Married veteran, have training, want experience. Write to: Richard Snyder, 5910 Sunset Blvd., Hollywood, Calif.

RADIO

Situations Wanted—(Cont'd)

Technical

Chief engineer-announcer south or southwest. Box 814B, BROADCASTING.

1½ years experience as chief engineer, directional, 20 years old, married, have car, radio or tv. Prefer midwest. Box 851B, BROADCASTING.

Experienced chief engineer best of references desires position California or southeast. Box 852B, BROADCASTING.

Engineer, 1st phone, experienced am and fm transmitter, studio, remotes and recording. Will relocate. Available immediately. Box 865B, BROADCASTING.

Chief or other responsible position, over 12 years experience, recent technical school graduate. Box 879B, BROADCASTING.

Electrical engineer graduate. Eight years broadcast experience. Equipment maintenance and design. Seeking job chief engineer. Location North or South Carolina. Box 906B, BROADCASTING.

Family man with technical school and 5 years radio and tv servicing, first phone, would like transmitter work. Dependable, sober, will correspond. Box 907B, BROADCASTING.

Experienced chief engineer wants permanent position. Reasonable salary. Licensed. Box 911B, BROADCASTING.

Engineer, experienced, 1st telephone license, desires employment in or near the Philadelphia area. Write E. J. Bush, 2558 West Chester Pike, Broomall, Penna.

First phone man with four years experience in radio and television broadcasting. Last two years in tv. $75.00 per 40 hours minimum. Ben Louie, P. O. Box 78, Cloverdale, Indiana.

Production-Programming, Others

News editor. Ten years all phases. Currently with California fifty kw. Prefer far west. Box 816B, BROADCASTING.

Continuity director. Woman. 9 years radio-tv experience. Versatile. Efficient. Available immediately. Excellent references. Box 845B, BROADCASTING.

Assistant program director seeking program director position; 8 years radio; excellent background and references; heavy music-news; presently employed. Box 859B, BROADCASTING.

Gal Friday, available, experience in program department. Ambitious, will travel. Box 869B, BROADCASTING.

Reliable married man desires steady position as news-sports director or announcer with station in Wisconsin or northern Illinois. Ten years experience with emphasis on news, sports and special events. Box 872B, BROADCASTING.

TELEVISION

Help Wanted

Management

TV station operations manager with full knowledge of film programming for network affiliate in southwest market of 200,000. No network or agency personnel. Box 915B, BROADCASTING.

Announcers

Immediate opening new CBS station with January air date needs good straight announcers, also directors. Local station level experience a must. Medium market, desirable north central location. Good scale, other benefits. Tell all first letter and include resume pic, tape, etc. Box 909B, BROADCASTING.

We'll hire a mature commercial announcer, strong on ad-lib. We're #1 in a 3 station midwest market. Box 880B, BROADCASTING.

Technical

Assistant supervisor well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically qualified in measurement and maintenance of tv transmission equipment. Character and technical references required with application. Box 690B, BROADCASTING.

Unusual opportunity for inexperienced man who wants on-the-job training in tv transmitter operation. First phone required. Box 691B, BROADCASTING.

Urgently needed: Tv equipment design engineer, supervisory transmitter engineer, and tv newscaster. Excellent midwest location. Box 901B, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Technical

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Tv film editor wanted for leading Florida station. Young man with complete knowledge film operation, primary interest film. Send resume, photo and salary requirements. Box 886B, BROADCASTING.

Artist needed by California network tv station at once to complete promotion department expansion. Man or woman (woman preferred) for creative artwork as well as layouts, ads, promotion pieces, etc. Would like to find someone who can "double in brass" doing some writing as well as clerical duties in promotion department. Please send all details, references, photo and samples first letter to Clarke Bradley, KSBW-TV, P. O. Box 1651, Salinas, California.

TELEVISION

Situations Wanted

Management

Hard-working 40-year old sales manager wants permanent position with vhf as manager or sales manager. Fourteen years experience all phases broadcasting. Can sell and can handle men. Good family man, finest character and references. If you want sales and profits, I'm your man! Box 853B, BROADCASTING.

Advertising-promotion manager. Ten years experience. Seeking position with tv station or group of stations. Consumer and market research background. Age 34, married, and a graduate of Northwestern University, economics and journalism. Western U. S. preferred but not a must. Excellent references. Box 888B, BROADCASTING.

Sales

I have good record and can make you money. Want good sales position offering permanence and opportunity. Eleven years experience. Fine references. Box 866B, BROADCASTING.

Announcers

Seeking job as staff announcer radio-tv. Thoroughly trained. Live commercial experience. Pleasing voice, personality. Tape available. Box 389B, BROADCASTING.

Experienced announcer, presently employed in radio, desires advancement to tv. Single, 27, veteran. Tape, resume available. Box 908B, BROADCASTING.

Production-Programming, Others

Talented, imaginative director-announcer-air personality seeks new opportunity. 4 years tv, all phases. Top weathercaster, children's personality, cartoonist. Solid programming-production background. Box 792B, BROADCASTING.

News-public affairs director. With top network 13 years. Available first of year. Thirty-five years old. Searching for top station in Los Angeles area anxious to improve news ratings and win awards. Write Box 836B, BROADCASTING.

Production manager. Live television production, film production, photo lab management, art supervision. Experience in establishing production procedures in new station. Resume available. Box 850B, BROADCASTING.

Program manager. 7 years in comm. tv, 2 years general manager of ad agency. Experienced as director-producer-announcer-writer-account executive-weather-news-movie-still-SOF photography. Under thirty, married, will relocate. Box 868B, BROADCASTING.

Four top promotion-merchandising awards in one year! If your tv station needs a budget wise, top-grade p-m director, write or wire Box 873B, BROADCASTING.

Radio news director in 2-million market desires change to tv in southwest or California. $160 plus talent per week start. Box 881B, BROADCASTING.

Newspaperman wants in tv news, could learn camera. Some radio newscasting, 6 years dailies, now $110 reporter-photographer on metro. Vet, J-grad, 31, married. Box 883B, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Photographer. Experienced news and commercial, complete equipment; family; locate anywhere. Box 893B, BROADCASTING.

Director-producer-writer, 4 years major market broadcasting. Creative, versatile, award winner in production and organization; yet budget conscious. Veteran, 25, single. BA with advanced work. Prefer California, especially SF bay area station or agency. Write for resume now. Box 899B, BROADCASTING.

FOR SALE

Stations

Central Washington State: 250 watt fulltime. network affiliate in booming county seat city. Station headed for $80,000 gross this year. Owners taking out near $30,000. Price $90,000 with $10,000 receivables to buyer. Terms 29 per cent down. Balance in 5 years. Box 905B, BROADCASTING.

$1000.00 monthly net income from operating sound recording and motion picture studio. Capable staff. Owner retiring for health. Also income from apartments in buildings. Price $130,000. Buildings and equipment worth $75,000. Full details and brochure to responsible parties. Addition of transmitter and license would also create luxurious broadcast station. Box 912B, BROADCASTING.

Twin City investment groups seek selected midwestern radio and television properties for immediate investment. Substantial cash down payments assured. All inquiries handled with confidence and discretion. Herb Gross Associates, 253 Plymouth Building, Minneapolis, Minnesota.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

400 foot Blaw-Knox heavy duty DGN square guide tower, lights, weight 42,000 lbs., dismantled withdrawings $3,500. Box 891B, BROADCASTING.

Complete Rust remote including 1080A, 1081A units, off air monitor receiver, relays, actuator, fine working, like new, half price, $1000. KSPR, Casper, Wyoming.

For sale: 38 Pc Prodelin 635-100R 3⅛" 50 ohm Teflon transmission line. 38 Pc. Prodelin 835-302R 50 ohm anchor insulator. 30 RCA M1 19113-33 long non-insulated 3⅛" coax spring hanger. All items used less than 60 days. Priced well below new cost. C. E. Wallace, WANE-TV, Fort Wayne, Indiana.

For sale, two Fairchild 524A1 transcription tables, in good condition. Reasonable. WHRV, Box 608, Ann Arbor, Michigan.

Portable battery Tapak $135. Write, phone for details. Also VM recorder. WMBS, Uniontown, Pa.

Available immediately 200 foot self supporting CN Blaw Knox tower. Six years old. WWIN, Baltimore, Md.

For sale: Ampex 350, 350-2, 600, 60, 601-2, and A series available from stock at Grove Enterprises, Roslyn, Pa., TUrner 7-4277.

WANTED TO BUY

Stations

Experienced radio executives want to lease station—option to buy. Major market, never mind profits, just have good signal and potential. Box 780B, BROADCASTING.

Sportscaster wants to invest in midwest radio station. New or established. Small-medium market. Box 877B, BROADCASTING.

Stations wanted! New Mexico, Texas, Colorado, Oklahoma, Louisiana, Kansas, Arkansas, Missouri. Private service. Ralph J. Erwin. Broker. The Tuloma Building, Tulsa.

RADIO STATIONS FOR SALE

PACIFIC NORTHWEST

Exclusive. Captive market. Owner is ill and must sell. New equipment. Daytimer.

Only $30,000 with $8,000 to $10,000 down for qualifying buyer.

SOUTHWEST FULLTIME

Located in growing competitive market. Tight operation. Ideal family setup. New Equipment.

Asking $25,000 with half down.

Our NATIONAL organization has fine properties to offer you throughout the whole United States. Why not contact us today and let us know what you want?

EASTERN FULLTIME

Excellent property in a rich agricultural area. Well equipped. Well accepted. Gross about $50,000.

Asking $65,000 with 29% down.

ROCKY MOUNTAIN

Full time station. Has grossed $107,000 to $109,000 year. Earned $40,000 net before taxes and management for 3 years.

Asking $125,000 with 29% down. Good terms on balance.

JACK L. STOLL & ASSOCIATES

A **NATIONAL** ORGANIZATION for the sale of Radio & TV Stations

6381 HOLLYWOOD BLVD.
LOS ANGELES 28, CALIF.

Hollywood 4-7279

WANTED TO BUY—(Cont'd)

Equipment

Wanted—Used RCA TVM-1A microwave, used RCA TK-31A camera. New or used fm transmitter, antenna, co-ax, fm frequency and modulation monitors. Box 705B, BROADCASTING.

Wanted, 10 kw am transmitter and accessories including monitors and studio equipment. Box 841B, BROADCASTING.

RF bridge, give type, price, condition. Box 847B, BROADCASTING.

Wanted: 3 kw fm transmitter. Box 902B, BROADCASTING.

Wanted, used WE or ML 222-A hv rectifier tube. WHAM Radio, Rochester 3, N. Y.

250 watt RCA or Gates fm transmitter. 4 bay rmg, side mount, fm Ant. small remote control. Pierce Lackey, WPAD, Paducah, Kentucky.

Used television remote equipment. Contact Chief Engineer, WTVH, 234 North Madison Ave., Peoria, Illinois.

3 or 5 kw fm transmitter, accessories, antenna. Best price. Quote shipping charges. FM Broadcasters, Inc., 708 5th Avenue South, Seattle, Washington.

FM transmitter 6 to 10 kw and accessories including monitor and studio equipment. Contact George Voron & Co., 835 N. 19th St., Philadelphia 30, Pa.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821-19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

F.C.C. license residence or correspondence. The Pathfinder method-short-thorough-inexpensive. For bonus offer write Pathfinder Radio Services, 737 11th St., N. W., Washington, D. C.

RADIO

Help Wanted

Announcer

JOSH DISKIES
TOP STATION, TOP MARKET

Needs hot D.J. to build 4 hour shows and become top man in market. Rush tape, resume, money needs to Dick Lawrence, Director Programming and Promotion, WBNY, Buffalo, New York.

RADIO

Help Wanted—(Cont'd)

Announcers

PERSONALITY DJ

If you are a dj who is a personality on a minimum of talk and who can follow sound music policy, WSBA, York, Pennsylvania has an attractive position for you. Salary open. Send tape and complete information to Program Director.

ONE OF AMERICA'S LEADING INDEPENDENTS

in top 20 market soon moves out into other major areas. We're now recruiting talented, experienced jocks and newsmen ready to join young, aggressive, dynamic group operation. Solid, mature, non-frantic success-proved broadcasters invite your tape and resume. Send to

Bill Burns, Pgm. Dir.
Gordon Broadcasting Co.
HOTEL SINTON • CINCINNATI 2, OHIO

RADIO

Situations Wanted

Announcer

ANNOUNCER
PROGRAM-DIRECTOR

Desires employment in large eastern market as DJ-PD or both. Network caliber, 12 years experience. $15,000 minimum salary. Family man wants security. Presently employed 5000 watt independent. Best agency recommendations.

Box 861B, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

Station Management-Sales Executive

Now Available

Due to change in station ownership. Excellent record (Metropolitan Market) in both radio and television. Well-established contacts among advertising agencies, networks and industry.

Box 913B, BROADCASTING

Sales

SALES ORGANIZER
Has Contacts—Will Travel

IF—YOU are selling, and especially a NEW Service, Programs, or Products to Broadcasters which offers an interesting potential, my intimate acquaintance with most of them in every section of the U. S. and Canada, and established as I directed sales for a well-known National Organization for over 20 years, can be used to a very definite mutual advantage. Write

Box 896B, BROADCASTING

Production-Programming, Others

COMPTROLLER

Complete knowledge of radio & television station accounting systems, financial reports and tax work. 13 years present employer, seeking A-1 contact.

Box 885B, BROADCASTING

TELEVISION

Help Wanted

Production-Programming, Others

CALIFORNIA NETWORK
TV STATION
NEEDS ARTIST

Too complete promotion department expansion. Man or woman (woman preferred) for creative artwork as well as layouts, ads, promotion pieces, etc. Would like to find someone who can "double in brass" doing some writing as well as clerical duties in promotion department. Please send all details, references, photo and samples first letter to Clarke Bradley, KSWB-TV, P. O. Box 1651, Salinas, California.

EMPLOYMENT SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N. W.
WASHINGTON 7, D. C.

PAY-TV OPPORTUNITY

Television station in prosperous and growing city of 210,000 population. Ideal opportunity for early entry into prosperous Pay-TV. Includes 60,000 square feet of valuable land well located, 5,260 square feet tile and cement block building fully equipped and air conditioned, 450 foot tower, RCA transmitter and Channel 17 radiator. Will sell for less than replacement cost on favorable terms.

Box 820B, BROADCASTING

TELEVISION

Situations Wanted

The management of WGLV-TV highly recommends the following experienced and capable television personnel:

Director of Programming-Promotion
2 Television Directors
1 Floor Director-Camera Man
1 First Class Engineer
1 Announcer
1 Talent-All-round Girl Friday

These people are immediately available due to our suspension of operations. Write, wire or call General Manager, WGLV-TV, Easton, Pennsylvania for full particulars.

FOR SALE

Equipment

Transmitter, VHF Dumont 25 kw for any low band VHF needing maximum power. Like new but has had one year's shakedown operation. No bugs. *(Now on Channel 5)* Transmitter, console, terminal equipment—Dumont. Console includes audio and video switching and monitoring. Prewired audio racks.
Box 688B, BROADCASTING

TRANS-LUX NEWS SIGN

Complete with remote control operating equipment, recently in use. Cash—terms or lease—Guaranteed to be in good operating condition. FLASH-CAST—3401 E. 38th St., Indianapolis, Ind.

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

CO-AXIAL CABLE—Unused Gov't Surplus 2-conductor—7/21 AWG copper-vinyl and armor protective covering. 2 copper shielding braids stabilized polyethylene dielectric 125.0 nominal impedence. 12.0 nominal capacitance maximum operating voltage 3,000. Excellent for underground or above ground use. 250' roll—$50 plus freight. Harry Wellen, 8701 18th Avenue, Brooklyn 14, N. Y.

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel.

FOR THE RECORD *Continued from page 108*

scheduled for Dec. 6; and hearing continued without date is scheduled for Dec. 17.

By agreement of the parties in proceeding on am application of **Fernandina Beach Bcstrs. (WSIZ) Douglas, Ga.**, ordered that further hearing is scheduled for Dec. 13.

By Hearing Examiner Elizabeth C. Smith

Upon oral motion of counsel for Broadcast Bureau and with concurrence of all other counsel in proceeding on am application of **Walter T. Gaines (WGAY) Amsterdam, N. Y.**, ordered that hearing scheduled for Nov. 8 is advanced to Nov. 7.

By Hearing Examiner Thomas Donahue

Issued order following prehearing conference re am applications of **Jefferson Radio Co., Irondale, Ala.**, and **The Bessemer Bcstg. Co. Inc. (WBCO) Bessemer, Ala.**; date of hearing Dec. 4; informal conference will be held at date prior to hearing between consulting engineers for two applicants and Broadcast Bureau's engineer.

By Hearing Examiner Charles J. Frederick

Issued order following first prehearing conference re mod. of cp of **Capitol Bcstg. Co. (WJTV) Jackson, Miss.**; presently scheduled date for hearing in proceeding is Jan. 7, 1958.

By Commissioner Robert T. Bartley on Nov. 1

Granted petition of **Sucesion Luis Pirallo-Castellanos** for extension of time to Dec. 5 to file exceptions to the initial decision in ch. 3 proceeding **Mayaguez, P. R.**

By Hearing Examiner James D. Cunningham on the dates shown

Ordered that hearing scheduled for Nov. 6, in the matter of **Charles Henry Coney, Coney Dock Beach Haven, N. J.**, and **Palm Beach, Fla.**, suspension of restricted radiotelephone operator permit, is continued without date, pending action on pleadings filed in behalf of Coney and the Field Engineering and Monitoring Bureau looking toward cancellation of said hearing.

By Hearing Examiner Herbert Sharfman on Oct. 31

On oral request of counsel for **Capitol Bcstg. Corp. (WCAW) Charleston, W. Va.**, and without objection by counsel for the Broadcast Bureau, ordered that the prehearing conference scheduled for Nov. 7 on Capitol's am application is continued to a date to be set by subsequent order.

By Hearing Examiner Millard F. French on Oct. 31

By agreement of the parties in proceeding on applications of **KTAG Associates (KTAG-TV) Lake Charles, La.**, to change from ch. 25 to ch. 3 and **Evangeline Bcstg. Co., Inc. and Acadian Television Corp.**, for new tv station to operate on ch. 3 in **Lafayette, La.**, ordered that hearing scheduled for Nov. 6 is continued to a date to be established by subsequent order, and further ordered that a further prehearing conference shall be held on Nov. 26.

By Commissioner Robert T. Bartley on Nov. 4

Granted petition of **James M. Tisdale** for extension of time to Nov. 25 to file exceptions to the initial decision in proceeding on am application of **Huntington-Montauk Bcstg. Co., Inc.** (WGSM) **Deer Park, L. I., N. Y.**

By Chief Hearing Examiner James D. Cunningham on the dates shown

Ordered that hearings are scheduled for Jan. 8, 1958, in following am proceedings: **Greylock Bcstg. Co. (WBRK) Pittsfield, Mass. Walter G. Allen, Huntsville, Ala., and Marshall County Bcstg. Co., Arab, Ala.**

Ordered that **Charles J. Frederick,** in lieu of **James D. Cunningham,** will preside at hearing scheduled for Nov. 19 on application of **Oregon Radio, Inc.**, for extension of time to complete construction of **KSLM-TV ch. 3, Salem, Oreg.**

By Hearing Examiner Charles J. Frederick on Nov. 4

By memorandum opinion and order, granted petition of **Brown Telecasters, Inc.**, for leave to amend its application for new tv station to operate on ch. 12 in **Beaumont, Texas,** to show a reduction in proposed ant. height from 1032 ft. to 999 ft. above mean sea level.

BROADCAST ACTIONS
By the Broadcast Bureau

Actions of November 1

WTAQ La Grange, Ill.—Granted transfer of control from **Russell G. Salter** to **Charles F. Sebastian,** through sale of stock.

WHLS Port Huron, Mich.—Granted authority to operate main trans. by remote control.

KLUV Haynesville, La.—Granted extension of authority to remain silent for additional 30 days from 10-30-57 during which time it is expected that present negotiations toward hiring of an engineer will be successfully concluded.

Actions of October 31

WICU Erie, Pa.—Granted cp to change type trans.

WAHL Hastings, Mich.—Granted mod. of cp to change type trans. and make changes in directional ant. pattern; conditions.

WAVN Stillwater, Minn.—Granted change of remote control authority.

Following stations were granted authority to operate trans. by remote control: **WPOR Portland, Maine** (Auxiliary); **WTIF Tifton, Ga.**; **KIWW San Antonio, Tex.**; **KZIN Coeur d'Alene, Idaho**; **WSDB Homestead, Fla.**

Actions of October 30

KYNG Coos Bay, Oreg.—Granted assignment of license to **KYNG Radio Inc.**

KLIQ Portland, Oreg.—Granted assignment of cp to **KLIQ Inc.**

WRAW Reading, Pa.—Granted transfer of negative control from **John F. Steinman** to **Mrs. Shirley W. Steinman,** et al, as Trustees of the **John Frederick Steinman Foundation.**

KTEE Carmel, Calif.—Granted mod. of cp to change ant.-trans. location.

KAKC Tulsa, Okla.—Granted cp to change ant.-trans. location, studio location, make changes in DA system (decrease height) and ground system, and install new trans.

WHYS Ocala, Fla.—Granted mod. of cp to change type trans., studio location and remote control point.

WINR-TV Binghamton, N. Y.—Granted mod. of cp to change type of ant. and make minor equipment changes.

Following were granted extensions of completion dates as shown: **WARD-TV Johnstown, Pa.** to 5-13-58; **KBMB-TV Bismarck, N. D.** to 2-1-58.

Action of October 28

WBAI (FM) New York, N. Y.—Granted assignment of license and Subsidiary Communications Authorization to **Louis Schweitzer.**

WSLM Salem, Ind.—Granted mod. of cp to change type trans.

WKST-TV New Castle, Pa.—Granted extension of completion date to 10-31.

License Renewals (By FCC)

WSLS Roanoke, Va.; **WDVA Danville, Va.**; **WMVA** and **WMVA-FM Martinsville, Va.**; **WEVA Emporia, Va.**

UPCOMING

November

Nov. 11-15: Annual convention, National Electrical Manufacturers Assn., Traymore Hotel, Atlantic City, N. J.

Nov. 13-15: First annual exhibition, Industrial Audio-Visual Assn., New York Trade Center.

Nov. 13-16: 48th Convention, Sigma Delta Chi, Shamrock Hotel, Houston.

Nov. 14: Third annual conference, Advertising Research Foundation, Hotel Plaza, New York.

Nov. 15: New Jersey Broadcasters' Assn., 11th annual radio institute, Rutgers U. joint sponsor, Traymore Hotel, Atlantic City, N. J.

Nov. 15-16: New England radio-electronics meeting, by IRE, Mechanics Hall, Boston.

Nov. 15-16: Sixth annual National Disc Jockey Festival, country music, WSM Nashville, Tenn.

Nov. 16: UP Broadcasters Assn. of Connecticut, bi-monthly meeting, WNBC-WKNB studios, West Hartford.

Nov. 16: UP Broadcasters of Pennsylvania, Holiday Motor Hotel, Mechanicsburg.

Nov. 17-20: Tenth Annual Conference, Public Relations Society of America, Hotel Sheraton, Philadelphia.

Nov. 19-20: American Assn. of Advertising Agencies, eastern region, Roosevelt Hotel, New York.

Nov. 22: Television Bureau of Advertising, membership meeting, Sheraton Hotel, Chicago.

Nov. 22: American Assn. of Advertising Agencies, east central region, Detroit.

December

Dec. 6: Board of governors, Canadian Broadcasting Corp., House of Commons, Ottawa.

Dec. 18: "Resurgent New England," state broadcaster groups organization meeting, Vendome Hotel, Boston.

January

Jan. 24-26: American Women in Radio & Tv, annual "Sight and Sound Seminar," Hotel Biltmore, Palm Beach, Fla.

February

Feb. 1: Farm Broadcasting Day, celebration to be planned by NARTB and Dept. of Agriculture.

Feb. 3-7: American Institute of Electrical Engineers, general meeting, Statler and Sheraton-McAlpin Hotels, New York.

Feb. 13-15: 11th annual Western Radio and Tv Conf., Bellevue Hotel, San Francisco.

April

April 22-24: Electronic Components Conf., Ambassador Hotel, Los Angeles.

April 24-26: Advertising Federation of America, fourth district convention, Floridan Hotel, Tampa, Fla.

June

June 3-6: 36th annual conf., National Industrial Advertisers Assn., Chase and Park Plaza Hotels, St. Louis.

Color Set Sales Spurt in Omaha After KMTV (TV) 'Color Carnival'

A "Color Carnival" launched last month by KMTV (TV) Omaha caused a run on stocks of color tv sets and cleaned some dealers out, according to Owen Saddler, executive vice president-general manager of the station. The promotion consisted of a series of live remotes from institutions, social events and prominent local homes, augmented by on-the-air announcements.

Results tallied at the end of the month: One dealer, who had sold only 15 sets during the nine months before the KMTV promotion, sold more than 35 in a six-week period. The Sidles Co., RCA distributor in Omaha, sold as many sets to dealers during the first four weeks of the Color Carnival as it had sold in the nine months before. Dealers, caught short by new activity in color set sales, did enough business to push Omaha to seventh place in color sales nationally, according to James Harter, RCA regional representative.

KMTV telecasts 90% of its live, local schedule in color and carries 30 hours weekly of NBC color shows.

Whose Is This Ear?

American Broadcasting Network's Herb (Oscar) Anderson last Wednesday introduced "The Most Beautiful Ear Contest" on his daily show. Mr. Anderson is accepting pictures, plaster casts, life sketches, wax impressions' or other reasonable facsimiles of female ears as entries. Ears will be judged on the basis of "sincerity, utility and aesthetic appeal" after the contest closes Nov. 29. The person with the winning ear will be flown to Hollywood for a five-day stay and will appear on ABC-TV's *Lawrence Welk Show, Guy Mitchell Show* and *Date With the Angels.*

Interviewer Interviewed

As an advance promotion of its new tv outlet, WHDH Boston, Mass., is airing a radio interview with Mike Wallace prior to his ABC-TV *Interview* show being carried on WHDH-TV. The station feels that this advance radio promotion can result in a heavier tv opening audience.

SAL AGAVINO (r), McCann-Erickson timebuyer, can spend a whole year toasting the 30th anniversary of WCHS Charleston, W. Va. WCHS Sales Manager Bob Sinclair (l) presented Mr. Agavino with the first of 12 checks for $30 as the winner of the station's anniversary contest. Bob Jones of the Branham Co., national rep for the station, looks on. According to the station, over 500 timebuyers answered a multiple-choice question and were eligible for a drawing for the winner. The question: "October 12th, 1957, is the 30th anniversary of . . ." The choices: "(a) Washington's historic Delaware crossing; (b) Wilbur and Orville Wright's getting both feet off the ground; (c) Babe Ruth's election to the Hall of Fame, and (d) the first broadcast of WCHS . . ."

Car for a Shoestring

Big Wilson, KYW Cleveland disc jockey, started something when he invited listeners to send in "anything they like in exchange for a shoestring." A gas station was the first to make an offer with a set of tires. These were swapped for an outboard motor. The motor went, via the d.j., in exchange for a tv console, which in turn went to a used car dealer for a 1949 Pontiac convertible. For the week beginning Nov. 1 listeners were asked to write in to Mr. Wilson, telling him about someone they knew who deserved a car. The one judged most needy had to do no more than present a shoelace to drive away in his swap.

R. C. CRISLER & COMPANY, INC.

RICHARD C. CRISLER—PAUL E. WAGNER

BUSINESS BROKERS SPECIALIZING IN RADIO AND TELEVISION STATIONS

Fifth-Third Bank Bldg.,
Cincinnati 2, Ohio
Dunbar 1-7775

41 E. 42nd St.,
New York, N. Y.
Mur. Hill 7-8437

MBS Premieres 'Viewpoint'

MBS premiered *Viewpoint* Nov. 2. The new program is designed to allow well-known persons from all phases of American life to express themselves "on the responsibilities they feel their field of work owes to the general public." The program is produced by the radio-tv division of the Episcopal Church's National Council. George Meany, president of AFL-CIO, was premiere guest. Frederick Ford, newest FCC member, is slated for Saturday. Others invited as guests in the future include Gen. Albert M. Gruenther, Thomas E. Dewey, Herbert Hoover, Nat King Cole, Pat Boone, James Hagerty, Dr. Vannevar Bush, Julie Harris and Clare Boothe Luce.

Free Test of 'Daily Word'

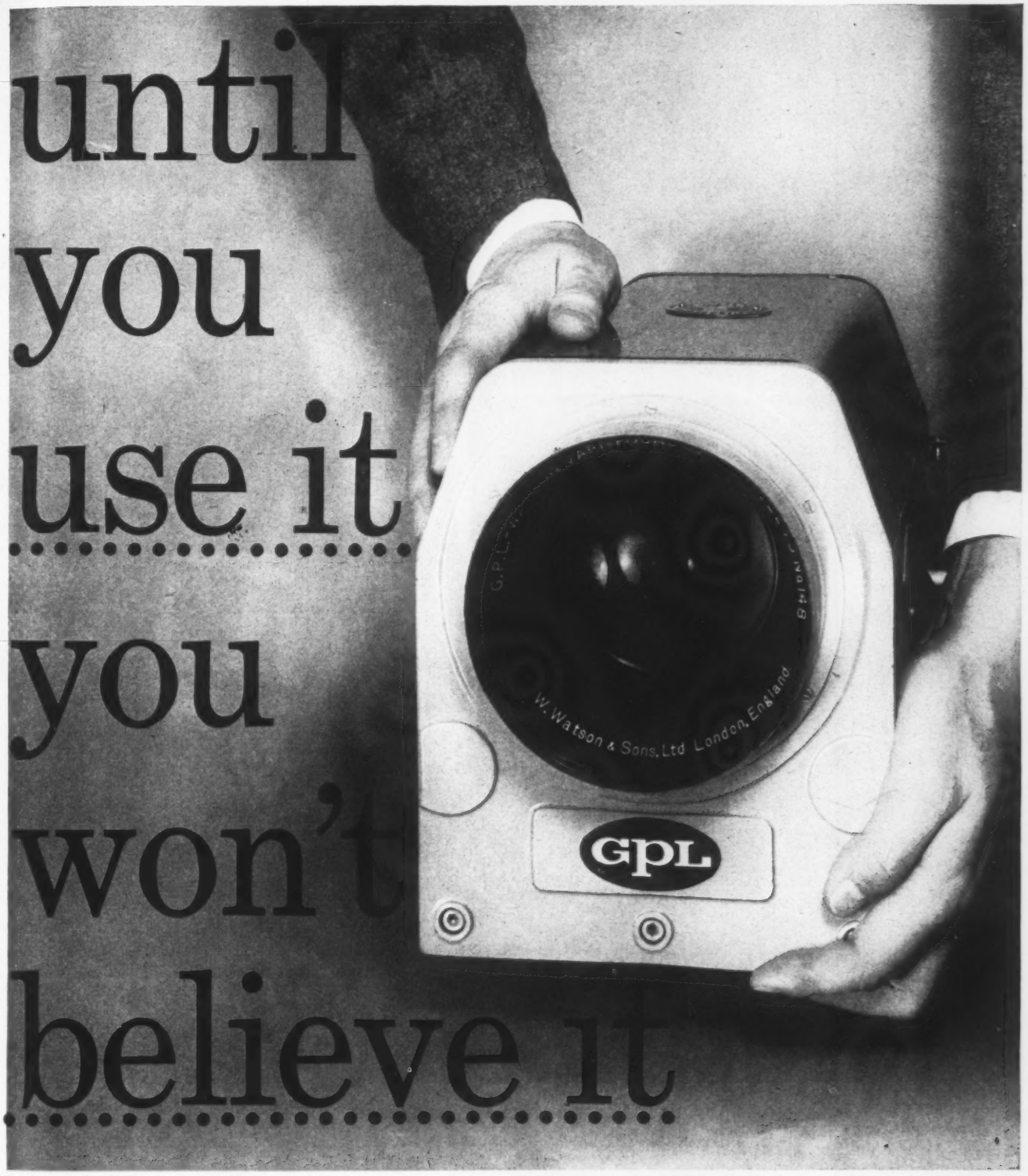
KMBC-TV Kansas City, Mo., and the local Unity School of Christianity (a non-denominational international institution) have filmed their daily five-minute series *Unity Daily Word,* and are offering a free "test" of it to tv stations. Since last December, the station has broadcast, live, the daily program of religious inspiration with Rosemary Grace (granddaughter of Unity founders) reading a passage from the Bible and giving the *Daily Word* affirmation. The program concludes with a brief thought on solving everyday problems through applied Christianity. The title is taken from a booklet published by the Unity School. KMBC-TV circulated a questionnaire and a programming summary with the result that the initial series that started Nov. 4 is being scheduled by 25 stations.

"Seven Greatest Salesmen"

The First Annual San Diego Radio Week was dedicated to showing local businessmen "the impact radio has made on the buying habits of San Diegans." The city's seven stations (KBAB, KCBQ, KFMB, KFSD, KGB, KSDO and KSON) invited 400 business heads and agency personnel to a luncheon to "meet the seven greatest salesmen in San Diego!" Featured speaker was Kevin Sweeney, president of Radio Advertising Bureau. Special greetings in honor of the city's radio week were received from California Gov. Goodwin J. Knight, Sen. William F. Knowland, Rep. Bob Wilson and various network personalities. Prizes included seven Packard-Bell radios, a Packard-Bell hi-fi phonograph and a seven-day all-expense-paid trip for two to Hawaii.

Hello, Sputnik Beeping

To satisfy people calling in to hear its recording of sputnik beeping, KWIZ Santa Ana, Calif., put the artificial moon's signal on the station's automatic phone-answering service. After it was mentioned a few times over the air, the phone started ringing and reportedly didn't stop for 10 days—or nights. Not to miss taking advantage of this sudden interest, KWIZ tagged a station plug to each call.



So GPL invites you to use this remarkable VARI-FOCAL LENS– without cost or obligation–for a 2-week period.

Discover for yourself the amazing capabilities of this precision lens, its unique benefits for you. Use it in your regular studio and remote operations. Work it *hard*. Test it. Compare it.

GPL VARI-FOCAL's range is nearly *double* that of any other lens. It has a *completely flat field* through the entire 3″ - 30″ focal length. Its optics are *fully color-corrected*. And, best of all, resolution of the *entire* picture area is *knife-edge sharp*.

Use VARI-FOCAL and see for yourself why all three major nets use it for top programs, newscasts and commercials. Phone, write or wire Mr. N. M. Marshall, Sales Manager, General Precision Laboratory Incorporated, Pleasantville, N. Y.

GPL

SUBSIDIARY OF GPL

"I am immensely pleased with the new PRINTERS' INK. It gives me a unique service of fast reporting and analysis of important events in the world and trade which have a bearing on the whole marketing process. This vital news combined with the latest in techniques accents PRINTERS' INK leadership as the news magazine of advertising, selling and marketing."

—says Al N. Seares
Vice President,
Remington Rand
Division of
Sperry Rand Corp.

PRINTERS' INK

THE MAGAZINE OF ADVERTISING, SELLING, MARKETING

Top sales executives of leading national advertisers are right in the front row of boosters for the new PRINTERS' INK. They like its new editorial concept: The sensitive treatment of advertising and selling as a central force in American life and business, rather than as a separate world of its own.

This is another achievement of the new PRINTERS' INK. It has rapidly distinguished itself for sifting out of the maize of the week's happenings the exciting, absorbing news of interest to the key men in advertising, selling and marketing. It alerts all the men of the marketing team on the significance of the "news behind the news." Tells how events and developments can affect budgets, plans, sales strategy and may justify shifts in approach.

Integration of their work in the whole process of marketing is one objective. Another is the specific treatment of the latest in techniques on the vertical subjects of management, sales, sales promotion, packaging, public relations, exports, research and advertising through all the media.

No wonder PRINTERS' INK reaches more sales executives than the next two advertising publications combined. One more reason why PRINTERS' INK is the best buy for you who sell to the national advertising market.

Cornhuskers Nearly Upset 'Em

A seven-foot telegram, sent by KBON Omaha to the U. of Nebraska Cornhuskers football team, contributed to a near upset of the highly favored Missouri Tigers Oct. 26. For two days prior to the game, the station aired a series of announcements asking Cornhusker fans to add their names to a morale-boosting telegram that KBON was sending. All listeners had to do was to call Western Union—the station paid all charges. When delivered the telegram carried the names of more than 400 Nebraska U. football well-wishers. Before the game Missouri was a two-touchdown favorite; final score, Missouri 14, Nebraska 13.

Viewers Select Own Shows

Seven films from the WFLA-TV Tampa, Fla., MGM library are being chosen by viewers for the Thanksgiving holidays. The selection is from a list of 50 movies and takes the form of a contest, with each viewer voting for the seven pictures he would most like to see. Films proving most popular will be telecast, and the station will present a 20-pound turkey to each of the 12 entrants who choose the pictures that receive the most votes.

$100 From 'Favorite' Station

A $100 savings bond, courtesy of WVNA Tuscumbia, Ala., went to a Florence State College girl for her answer in the contest "Why WVNA Is My Favorite Station." She used up all the 25 allotted words in saying, "Radio listeners want unbiased, complete coverage of news, good music, public service features delivered efficiently and refreshingly by qualified personnel. WVNA gives it to us!"

Disc Jockey Derby

Teen-agers are being catered to by KTRK (TV) Houston, Tex., in its Saturday afternoon *Disc Jockey Derby*. KTRK's Alfred Bell is host to the dancing studio audience and guesting disc jockeys the show will have each week. The trio of local d.j.'s doing a 20-minute segment apiece on the first program Nov. 2 was Paul Berlin from KNUZ; Tim Osborn, KTRH, and Johnny (Redhead) Edwards from KTHT. They played the records while three cameras covered the teen-agers dancing everything from rock 'n' roll to dreamy ballads.

Overdue Parkers Aided

As a public service gesture, WAUG-AM-FM Augusta, Ga., is saving over-parked motorists tickets by dropping a nickel in parking meters. The station leaves a stamped, addressed envelope for the nickel to be returned, mentioning that it may save someone else a parking fine. WAUG found that many of the returned envelopes contained dimes and will donate the extra money to a charity at Christmas.

RAB's Eight Best

In a move to promote all of radio, WGN Chicago aired a half-hour program incorporating the eight prize-winning radio commercials chosen by Radio Advertising Bureau at its radio clinic [LEAD STORY, Oct. 14]. The eight: Beech-Nut Gum, Ford, Budweiser, Dodge, Marlboro, Pepsodent, Winston and Texaco.

'CHILDREN'S HOUR' NEARS MIDDLE AGE

The *Children's Hour*, born on WCAU Philadelphia when the broadcasting world was young, yesterday celebrated its 30th birthday.

Stan Lee Broza fathered the idea, in 1927, and since then he and his wife, Esther, have raised the program to its present robust maturity. Now it is a simulcast on WCAU-AM-TV.

Making special homecoming appearances yesterday were actor-producer Ezra Stone, Mickey Calin, currently appearing in "West Side Story" on Broadway; singer Trish Dwelley; comedian Al Bernie; recording star Nicky Dematteo; Anna Marie Cisale, opera singer, and orchestra leader Elliot Lawrence (who represented a sort of test case for the Brozas, since he is their son).

In 30 years the Brozas have shown they not only know how to pick promising amateurs but can spot a promising sponsor as well. With the show for the entire run has been Horn & Hardart, which has seen its chain of shops, restaurants and Automats grow from 48 in 1927 to 82 today, with a 75% increase in business. Three years ago the Philadelphia Plymouth Dealers Assn. joined Horn & Hardart as co-sponsor of the *Children's Hour*, which became a radio-tv simulcast in 1948.

The 30-year success format of the *Children's Hour* features youngsters through high school age in variety acts built around a different theme each week. Programs are plotted months in advance, and auditions go on every week. Once a month the show features a "Young at Heart" award to a favorite grown-up. The *Children's Hour* works with a studio audience of more than 300.

Mr. Broza, originally a WCAU time salesman, in 1927 pressed his wife into temporary service helping him write and produce the hour show. Still on the job, Mrs. Broza shares credit with her husband for a listener-viewer count of 491,494 persons weekly and a list of talent discoveries that includes Ann Sheridan, Roddy McDowell, Norman Parris, Eddie Fisher, Kitty Kallen, WCAU vocalist Ginny Stephens and many others of Philadelphia's outstanding ex-children.

THE *cast of the* Children's Hour *of WCAU-AM-TV Philadelphia, training ground of stars, gathers after one of the Sunday shows with Stan Lee Broza and his wife, Esther, starmakers of 30 years' standing.* Children's Hour *alumni include Eddie Fisher, Ann Sheridan, Roddy McDowell and a galaxy of others.*

Silver Barrel Spins for 60

ABN will give away a total of 60 Motorola portable radios in its "Spin the Silver Barrel" contest. Listeners are invited to send post cards containing name, address and age to the network's *Johnny Pearson Show*, *Merv Griffin Show* and *Bill Kemp Show*. Starting Nov. 16, names will be drawn on each show from the spinning silver barrel to decide the 60 winners.

KITE Baby-Sitter Aid

KITE San Antonio, Tex., is sending to parent-listeners an "Instructions for Baby-Sitter" blackboard, complete with chalk. The board is marked: We are at . . . We expect to be home by . . . and other pertinent information to the baby-sitter. This is, as it says on the board, "Another thoughtful service from KITE."

CHCH-TV Starts Talent Hunt

CHCH-TV Hamilton, Ont., has started a national co-operative talent hunt program in conjunction with other Canadian independent tv stations. CHCH-TV pays expenses of entrants in the contest while they are in Hamilton, and other stations are being asked to supply acts and arrange return transportation. Weekly cash prizes are offered with grand prizes for winners at the season's end.

'Gray Ghost Special' Sets Tour

CBS-TV Film Sales is planning a tour with an authentic Baltimore & Ohio Civil War train. Complete with engine, tender and two cars, it will stop at New York, Philadelphia and Washington as part of a promotion for *The Gray Ghost*, a syndicated film show. The train, officially named the "William Mason," has been re-dubbed "The Gray Ghost Special" by CBS-TV Film Sales for the tour.

Why International Milling's Advertising Manager

Prefers Crosley WLW Stations for Robin Hood Flour

"We use WLW Radio and TV Stations for a number of reasons - top talent, excellent market coverage, and important merchandising. Cooperation covers all phases of product promotion and goes far beyond the usual media-client service. The Crosley Stations' close contact with trade personnel and their willingness to cooperate with our local representatives add an important plus to our advertising!"

Robert E. Thompson

Robert E. Thompson
Advertising Manager,
International Milling Company

Like Robin Hood Flour, you'll get top merchandising service for your products on the WLW Stations. So before you buy, always check first with your WLW Stations' Representative. You'll be glad you did!

WLW *Radio* **WLW-T** *Cincinnati* **WLW-C** *Columbus* **WLW-D** *Dayton* **WLW-A** *Atlanta*

Network Affiliations: NBC; ABC; MBS **Sales Offices:** New York, Cincinnati, Chicago
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

MONDAY MEMO

from **LEE RICH**, *vice president and media director, Benton & Bowles*

LET'S STOP KIDDING OURSELVES ABOUT TRIPLE-SPOTTING

The growth of tv in the past five years is certainly ample evidence of the faith national and local advertisers have in its effectiveness. Lately, however, the spectre of triple-spotting has aroused protests.

This form of multiple spot announcement selling—opposed by most advertisers, their agencies, the networks and a sizable number of television stations—has raised questions as to its effect upon network or spot commercial impact. Corrective measures must be undertaken by the networks and stations.

"Over-commercialization" is only one reason for advertising's concern over triple-spotting. Certainly, three different advertising messages between the end of one program and the beginning of another cause one to wonder about the effect of each individual message upon a consumer. Also, when we consider the closing commercial and billboard of the preceding program plus the opening billboard and commercial of the following program, there are six or seven advertising messages within four or five minutes. It is this combination that should make any spot advertiser worry about the sales effectiveness of his particular message and be wary about investing a large amount of money in this manner.

There is no doubt that a network advertiser who sponsors a highly-rated program at an annual expense of several million dollars certainly loses commercial impact if his program adjacencies are triple-spotted around the country. In addition, the entire concept of triple-spotting adds one additional intangible to questions we already have about spot sales effectiveness; namely, does the listener leave the room or tune out commercials between programs?

The oft-given explanation that print advertising has a greater degree of over-commercialization, is, in itself, no reason for the practice of triple-spotting. The effect of this practice is far more important than a "Look, he's doing it too" attitude.

HOW NETWORK ADVERTISERS ARE SHORT-CHANGED

It is in the sphere of network programming adjacencies that the effect of triple-spotting is most detrimental. A network advertiser contracts for a program for a specific time period. In the case of a half-hour nighttime program, this is approximately 29 minutes and 30 seconds. In dealing with a network an advertiser expects, and has reason to do so, that all affiliates are in complete harmony with the terms of sale. A station that triple-spots between network programming only weakens the effectiveness of the network commercials as well as the spots sold locally. Additionally, and certainly of equal importance, a station that triple-spots appropriates some of the time bought and paid for by a network advertiser.

The portion of the program generally cut for the extra spot is usually the program credits and/or network promotions. The former is part of the program agreement and is required, contractually, by the various television unions. Program promotions are a part of the network service for any advertiser. The fact remains that the advertiser as well as the network considers these network promotions to be an important contribution toward achievement of maximum return on their sizable investment.

Many stations and representatives elect to bury their heads in the ambiguous wording of the NARTB Code in their attempt to justify triple-spotting. The code's provision covering this subject reads:

"More than two back-to-back announcements plus the conventional sponsored ten-second ID are not acceptable between programs or within the framework of a single program. Announcements scheduled between programs shall not interrupt a preceding or following program."

Stations that practice triple-spotting between network programs conveniently interpret the first sentence of this provision to mean they are allowed—under the code—to triple-spot. We all know that there are approximately 30 seconds of time available for local sale between network programs. If you interpret the code's provision literally by allowing stations to schedule two back-to-back announcements of twenty seconds each plus a ten-second ID, they are using fifty seconds of time which can only be acquired by cutting credits or promotion plugs from network programs.

Of course, many stations interpret the last sentence of the provision by using the argument that closing credits and/or promotions are not part of the program itself. As a matter of fact, some stations tell us that certain programs with long opening introductions permit them to triple-spot without cutting out actual "program content". Strict observance of the code physically prevents the running of two 20-second announcements plus the use of a ten-second ID. Carrying this a step further with regard to non-network programming, where triple-spotting is most prevalent, strict observance of the NARTB Code would elimate the broadcast of three successive 20-second or one-minute announcements.

SPECIFIC PRINCIPLES SHOULD BE ESTABLISHED

Establishment of a broadcast code and its observance has helped to eliminate many bad practices formerly prevalent in tv. If triple-spotting continues—and it seems to be getting worse—who knows where it can or will stop?

It seems that there are two ways to control properly the amount of time available for local sale between network programs. The first is a further revision of this portion of the NARTB Code in order to provide a more concise definition of a station's obligation. The second is the agreement, and its strict observance, between the networks and their affiliates as to the amount of network program time to be utilized by a 15-minute, half-hour or hour program and the amount remaining for sale by the local stations.

While the local stations that triple-spot may have some revenue problems at the present time, it would be well for them to contemplate the future and refrain from doing anything that would help kill the goose that lays the golden egg.

Lee Rich, b. Dec. 10, 1918, Cleveland; educ., Ohio U. Started as office boy with Lord & Thomas. Served in Navy during World War II as lieutenant senior grade. Returned to civilian life as staff executive at AAAA. One year later joined William Weintraub Agency as media director. In 1952 moved to Benton & Bowles as media executive, was elected vice president in 1955, then associate media director and director of media several weeks ago.

New Tax Monster

BALTIMORE's Mayor Thomas R. D'Alesandro is urging a vicious tax on advertising which, if enforced, could well spread like wildfire throughout the country.

He proposes, with the approval of his own appointed Board of Estimates, that a 9½% tax be imposed on all advertising revenue (newspaper, radio, television, car-card, billboard and conceivably even the labels on packaged goods). In other words, a station doing $1 million in business would pay nearly $100,000 in taxes to the city alone.

While there have been state and city efforts to impose a gross tax on advertising sales, the proposal for a tax of the magnitude now at issue in Baltimore is the first we've ever encountered. Totally aside from its questionable constitutionality as a means of controlling press and broadcast media, it would seriously undermine the economic structures of all advertising. And if Mayor D'Alesandro gets away with it, no time at all will pass before cities all over the nation follow suit in their constant efforts to tap new revenue sources.

Hearings are scheduled this week before the Finance Committee of the Baltimore City Council. All of Baltimore's media and advertisers will oppose the two-pronged tax grab. But this is more than a local fight against a grasping local official. The portents are such as to warrant the interest of all national associations representing advertisers and media.

We understand that a number of Baltimore radio and tv stations are considering physical moves outside the city of Baltimore jurisdiction to avoid the imposts. That, however, would not solve the problem for media that cannot move, or would not block the dangerous precedent that would be set by such confiscatory taxes.

Backfire

FAR be it from us to suggest that those learned in the law would ever fly in the face of evidence. Yet it is hard to reach any other conclusion from the action of the American Bar Assn.'s committee which recommended that Canon 35 be maintained as the guiding principle of the nation's courts in regard to broadcast and pictorial coverage.

This recommendation, made, we are told, after a year and a half of study, came in a time when repeated legal opinions across the country were finding to the contrary. In Colorado the State Supreme Court had ruled that broadcast coverage be left to the discretion and control of the trial judge. In Texas the state bar group found that Canon 35 should not be applied. In Connecticut a judge recommended that a test be made of broadcasting's ability to cover trials without impairing the court's dignity—and offered his court for the purpose.

The recommendation upholding Canon 35 at the moment is just that—a recommendation. It must go before an ABA House of Delegates meeting next February for action. Between now and then, it is the broadcasting industry's business to sway what opinion it can against the recommendation. The facts are in broadcasting's favor. It remains to see that the case gets to the jury.

Last Chance

IN TWO MONTHS Congress again will be in session. Between now and then Congressional committees will be at work on tax legislation—among them the House Excise Taxes Subcommittee of the Ways & Means Committee.

For several years efforts have been made to prevail upon Congress to remove the 10% excise tax on all-channel tv receivers. This would just about equalize the price of taxed vhf-only sets and the hoped-for untaxed all-band receivers. This would encourage manufacturers to produce all-band sets, capable of tuning both the uhf and vhf stations.

Without this tax relief more uhf stations will go dark. The mortality rate among uhfs is appalling. Since the lifting of the tv freeze in 1952 there have been 328 uhf grants. Today fewer than 90 uhfs are on the air. Nearly 150 uhf construction permits have been deleted.

Elimination of the 10% excise tax would give uhf a tremendous lift. The loss of tax revenue to the Treasury, which consistently has opposed elimination of the tax, would be inconsequential. It would be offset many times by the normal taxes paid by manufacturers through increased production and by uhf operators who would then have a fighting chance to make profits.

Drawn for BROADCASTING by Sid Hix

"He tried to sell us a give-away show!"

Wallace M. Bradley, executive director of the Committee for Competitive Television, has written Chairman Aime J. Forand (D-R. I.) of the House committee about the worsening outlook for uhf. He urged that close attention be given the four bills introduced last session to kill the all-channel set tax.

Development of uhf is essential if smaller communities are to have local tv service. Thus, uhf tax relief would be reflected in both economic and cultural progress.

All tv broadcasters, whether uhf or vhf, have a stake in uhf's success. If uhf fails, the pressure inevitably will fall upon vhf for reduced mileage separations so that more stations can be accommodated even though existing service would inevitably be degraded.

This is the last chance. All tv broadcasters as well as manufacturers should join in the plea that Congress at the next session give uhf a chance for survival by elimination of the 10% "luxury" tax on all-band receivers.

ETV's Ill-Spent $60 Million

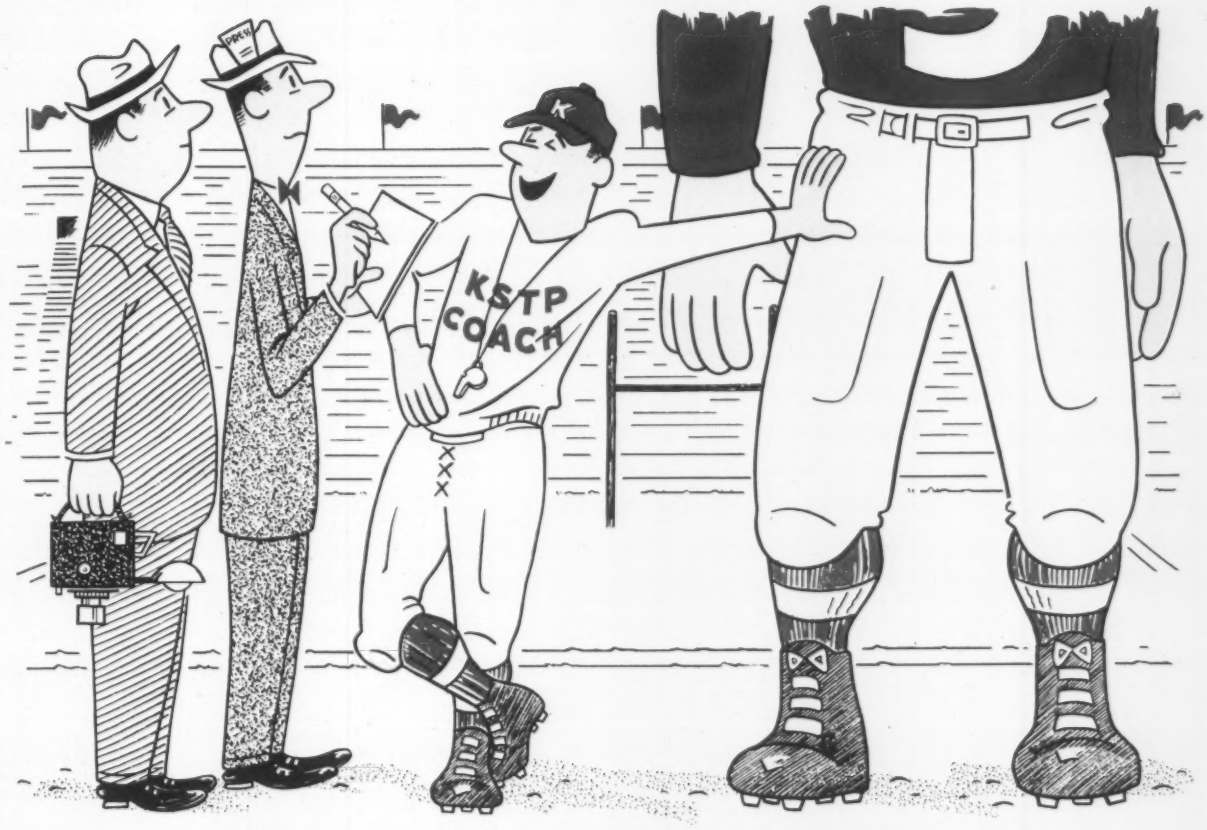
EDUCATIONAL television, as our special report in this issue clearly shows, is apparently here to stay. With the support of large philanthropies, some commercial broadcasters and community donations, 28 non-commercial, educational stations are on the air and 14 more probably will be in operation before the end of this school year.

A lot of money—$60 million by authoritative estimate—has gone into the construction and operation of these stations. We do not suggest that it has not been put to good use. Our question is: Could it have been spent more wisely for the same general purposes?

Since the proposal to reserve stations for educational use was first made, we have believed that it would be less costly and more efficient for educators to use commercial facilities than to build and run their own. We still think so. If educators had spent $60 million on programs to be broadcast over commercial stations, we think they would have made a bigger impression for their money.

It is useless now, however, to talk about what might have been. The $60 million has been spent, and more money will be. In that direction lies the next problem of educational tv. Where is the money to sustain these stations to come from?

We foresee proposals (there have been some already) that noncommercial stations turn commercial, in at least some degree. That, of course, is a development to be avoided. The educational franchises were granted with the explicit condition that they would not compete for advertising. It would be not only unfair but also illegal to change that condition now or in the future.



"Yes, we're expecting a pretty fair season!"

Minnesota's Golden Gophers and NBC's hotter-than-ever Fall lineup are off to a fast start and going great guns in the Twin City area—but you've already heard about them.

Let's talk about television time—particularly the important 10:00 P.M. to Midnight segment. During this time period, *Monday through Friday*, KSTP-TV outrates its nearest competitor by better than *two to one!*

Here are the ARB Metropolitan Area Report figures for September 1957:

STATION SHARE OF SETS IN USE

Monday through Friday
10:00 P.M. to Midnight

KSTP-TV	45.2
STATION B	18.5
STATION C	21.5
STATION D	14.9

There are a few choice availabilities left within this top-rated time period. For further information, contact your nearest Edward Petry office or a KSTP-TV representative today.

KSTP-TV

CHANNEL 5
100,000 WATTS

MINNEAPOLIS • ST. PAUL *Basic NBC Affiliate*

"The Northwest's Leading Station"

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